

Survey of Film/Television/Video /Still Photography/Electronic Music Activities at State University of New York Campuses

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State University of New York at Buffalo

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The University-wide Committee on the Arts
State University of New York - 1977

Preface

In the 1960's and 1970's, one of the extraordinary developments on campuses throughout the United States was the intense activity and debate concerning the introduction of courses and programs involving the creation and cultural significance of the images and sounds which had been made possible by various combinations of late nineteenth and early twentieth century chemical, mechanical and electric technologies. Within the larger American culture, a new generation of artists turned their attention to a protean variety of new media forms and processes. For a new generation of students, the television receiver and the high-fidelity stereo system became simply part of the furniture of the home--and of the mind.

During these same years, the 72 units of the State University of New York system, the largest educational institution in the history of the world with its 400,000 students, were participating in one of the great experiments in recent education. As we approached the mid-seventies, the University-wide Committee on the Arts thought it useful to collect information and to chart the directions of these developments, and to reveal their impact on both academic programs and non-academic activities on all of our campuses.

The "Survey of Film/Television/Video/Still Photography/Electronic Music Activities at State University of New York Campuses" is the most detailed report on any public system of higher education in all of these fields. We are grateful to John Minkowsky of the Center for Media Study at University Center/Buffalo and to Dr. Gerald O'Grady, its Director, for undertaking this report.

Patricia Kerr Ross
Director
University-wide Committee on the Arts

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Division of Art and Design, NYS College of Ceramics at Alfred U.

Academic Activity: Television

At least 29 campuses offer about 100 courses in television each year. 90 of these are undergraduate courses; under a dozen graduate and several non-credit courses comprise the remainder. Enrollment of undergraduate and graduate students ranges between 2400 and 2800 over a year's time.

All campuses indicate production as an emphasis in their television courses and at least two-thirds of the nearly 30 schools consider production a primary emphasis in coursework. Documentary, instructional/educational and commercial television formats (such as news shows, interview panels and commercial spots)—all of which tend to overlap—are the fundamental types of production in television curricula. Experimentation with the electronic image and dramatic fictional work are given less emphasis in production, although at a very few campuses they are of considerable and even primary importance.

Other course emphases, in an approximate order of descending importance, are instructional/educational uses of television (which is the primary emphasis at 3 campuses), interpretation/criticism/history/aesthetics of television (primary emphasis at 1 campus), communication theory (also primary emphasis at 1 campus) and the socio-cultural aspects of television.

Almost every State University of New York campus has a facility for television production, but the majority of these are for instructional support, such as the production of educational tapes, and not utilized in courses or generally accessible to students. Information about television facilities used solely for support has not been requested as our task has been to establish what types of facilities at each campus are accessible for student use as part of the academic curricula in television.

1-inch equipment is the most prevalent format in use for academic instruction and all but 2 of the 25 campuses that have provided information about facilities indicate this format in use. 1/2-inch is the next most prevalent format: 20 or four-fifths of the campuses utilize it. Other formats in use, in descending order of importance are: 3/4-inch cassette, in use at 15 of the 25 campuses; 2-inch equipment, used in coursework at about 13 campuses and 1/4-inch video, in use at only one campus, *Fashion Institute of Technology*. It is quite apparent from these figures that most campuses offer instruction in several video formats: of the 25 reporting on facilities, 6 offer work in 4 formats, 12 in 3 formats, 4 in 2 formats and 3 in only 1 format.

15 of these campuses have the capability of recording in color and less than one third (or about 7 campuses) have color television cameras. Most of the nearly 40 studios utilized in academic coursework offer students a familiarity with control room equipment—switchers, special effects generators and multiplexers.

Types of video distribution are varied and several are used at most campuses. About two-thirds or 15 of the 22 campuses reporting on video distribution disseminate monitoring equipment to faculty and/or students. Video

projectors are available at 8 of these campuses. The most widely used means of video distribution is the cable system which is reported in use at 19 of the 22 campuses. The majority of these, apparently, are closed-circuit campus cable systems primarily distributing instructional materials to academic buildings. There are exceptions, however: *University College at Potsdam*, for example, participates in a regional distribution system via microwave link to Watertown, and *The Communication Studies Program at Corning Community College* is working toward assuming part of the programming at a local cable station; both of the above also have closed circuit campus cable systems in operation. *Jamestown Community College* indicates that its television studio was designed to originate programming for a city cable system, and the *University Center at Buffalo* intends to establish a headend in 1977.

An estimated 1100-1500 tapes are shown at these campuses in a year's time. Instructional/educational tapes are of primary emphasis at 15 of the 25 campuses reporting on screenings and of secondary emphasis at most others. Showing of documentary work is next most frequent and dramatic fiction and experimental work are emphasized to a far lesser degree. The vast majority of tape showings are for the class only, unlike the film screenings considered in the previous section.



Center for Media Study, University Center at Buffalo.

Introduction

In August, 1974, Patricia Kerr Ross asked me to co-ordinate a "Survey of Film/Television/Video/Still Photography/Electronic Music Activities at State University of New York Campuses" for the University-wide Committee on the Arts. The Survey was to determine the extent and kinds of academic departments, programs and courses and extra-academic organizations in these media and the facilities utilized in both curricular and extra-curricular activities at the 72 SUNY campuses. It was to be conducted primarily by questionnaire. The final report was to describe the variety of approaches already taken to these media on individual campuses and the plans expressed for new directions and future growth. The report was not to be evaluative and there was no intention of constructing or imposing a single model for media curricula.

There were two purposes for compiling and organizing information about these activities. First, the results of the Survey would allow the University-wide Committee on the Arts, representative faculty from some twenty campuses who advise Chancellor Boyer on the arts, to focus on recent developments in these media and to find ways of stimulating their growth. Second, the information would be made available as systematically and completely as possible to the participants at all campuses in order to increase awareness among faculty, staff, administrators and students of the broad extent and the wide variety of film, television, video, photography and electronic music activities and facilities within the SUNY system. It was also hoped that such an overview would encourage new forms of interaction among individual SUNY campuses and aid campuses with developing curricula in these areas to better plan for the future.

In September, 1974, letters were sent to all SUNY campuses requesting the names of all people active in these media for a master mailing list. A preliminary questionnaire was prepared and revised twice over the next five months, with the aid of nearly two dozen faculty, staff, administrators and students expert in these areas at five University Center, 4-year College and Community College Campuses. In March 1975, a final questionnaire was sent to over three hundred individuals throughout the SUNY system. Since activity in these media tends to be spread among numerous people in many departments and programs and rarely does one individual have access to all of the information this Survey requested, several questionnaires were sent to most campuses. Soon after the questionnaires were sent, telephone contact was made with one participant at each school, asking that he or she act as co-ordinator of the response from the campus.

Through the ensuing months, while the data received was being compiled and organized, additional telephone calls were made and letters sent, requesting further information and cooperation from participants who had not, as yet, responded to the Survey. In a similar fashion, new names provided by respondents were contacted for their contributions. Every effort was made to collect information from willing but often overbusy participants, including visits to a number of campuses with special situations and the gathering of information by telephone. These efforts, as this report will show, were largely successful, and all original material provided by participants is being stored at Media Study/Buffalo, 207 Delaware Avenue, Buffalo, New York 14202. This organization furnished space, office equipment and administrative support for the Survey. The results are presented in this publication. There are two descriptive reports: an overview of academic and extra-academic activity in film, television, video, photography and electronic music throughout the SUNY system, and a description of departments and programs either completely dedicated to or having a high degree of activity in these media. There are also ten charts providing specific information about each campus' courses in film, television, video, photography and electronic music and extra-academic organizations in film production, film screening, television/video, photography and electronic music. Seven appendices follow the charts. These include a list of Media Survey courses offered at campuses, a survey of radio stations on SUNY campuses, the media activities of Empire State College, the media program sponsored by the University-wide Committee on the Arts, the grants provided to faculty in these fields by The Research Foundation of State University of New York, a record of one year's film programming at one campus (University Center at Buffalo), and a bibliography of books used in media courses.

It may be recalled by the many who completed the questionnaire that much detailed information regarding equipment and spaces utilized in film, television, video and photography activities was requested. To those who took great effort to provide this information, it will seem insufficiently represented here. The reason for this is that a number of participants questioned the purpose and usefulness of collecting this data and showed hesitancy in providing it. Thus, responses in this area were less than satisfactory. The provision of only more limited information, such as types and formats of equipment used, was further justified by the forthcoming inventory of facilities and equipment at SUNY campuses which should soon be available for reference.

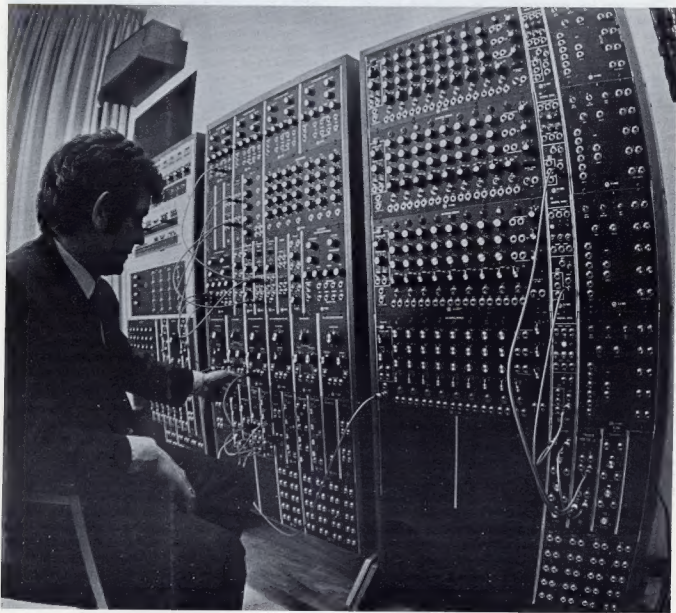
continued

It is my sincere hope, as it has been since the initiation of the project, that this information will be of use to the broad range of its participants, and supportive of the growth of these activities. I have tried to give complete information and to be extremely careful about each detail, and I apologize for any insufficiencies and misrepresentations in the information I have compiled.

Special thanks must be given to Patricia Kerr Ross and Gerald O'Grady for their supervision and assistance throughout; to Harry Ausprich, David Benfers, Joel Chadabe, Stefan Fleischer, Tyrone Georgiou, Robert Hagstrom, Annaline Hicks, Frank A. Hoffman, Ralph Jones, Ken Kavanagh, Gerald Miller, Lewis Millholland, Dan Nicolette, Stephen Osborn, George Ritscher, Norman

Tederous and Bohuslav Vasulka for advising me in the preparation of the questionnaire; to Joan Kirsch, Mollie Nichols, and Cheryl Thayer for their aid in compiling the information; to Debra Lary for the preparation of the Appendix on Radio Stations; to Joan Jezierski, Marguerite Knowles and Susan Silverman for their aid in preparing final copy; to Richard Macakanja for his invaluable assistance in the layout and graphics of the charts, and to Brian Zampier for their execution. I extend final thanks to the more than five hundred participants in the Survey throughout the SUNY campuses.

John Minkowsky
March 31, 1976
Buffalo, New York



Joel Chadabe, Electronic Music Studio, University Center at Albany.

Academic Activity: Video

In originally formulating this survey, a definition was given distinguishing video from television. This distinction, based upon usage becoming more common to the developing art, was explicated in the distributed questionnaire as follows:

By television is meant 1-inch and 2-inch tapes prepared mainly in studios with the intention of broadcast or for closed-circuit use. By video is meant 1/2-inch tapes made mainly on location or by exploratory manipulation of the image with the intention of cablecast or of playback for small audiences. Television is more expensive, more public and tends more toward communication. Video is less expensive, more personal and tends more toward expression. We realize that they sometimes overlap.

13 campuses offer 20 undergraduate and some non-credit courses in video to 500-600 students each year.

The overlapping of television and video is still apparent, for 2 campuses responding with information about video courses indicated that these courses were either combined with or very similar in their activities to television courses at the same campus. At a third campus, 1/2-inch and 3/4-inch formats are primarily in use, but coursework is concerned less with "personal expressive" work and more with the production of instructional/educational tapes and a general consideration of broadcast television. And a fourth campus offers non-credit minicourses in Media Broadcasting using 1/2-inch portapak equipment.

On the other hand, at least 8 campuses offer 15 undergraduate and several noncredit courses in video as it is becoming more commonly distinguished from television, emphasizing 1/2-inch experimentation with the electronic image and personally expressive documentary work.

Of the 12 campuses reporting on video course emphases, 8 indicate creation/production of videotapes to be the primary emphasis, with the other 4 campuses indicating that video creation is of secondary importance.

After creation, video courses generally emphasize the interpretation (criticism, history and aesthetics) of video, with 2 campuses indicating that this is of primary importance. Educational/instructional uses of video receive primary emphasis at 2 campuses and communication theory at 1 campus and both of these areas, as well as the socio-cultural aspects of video, receive varying degrees of attention at most campuses.

Primary emphasis in creation/production work seems nearly evenly divided between documentary work and the experimental manipulation of the electronic image, with each receiving primary emphasis at 4 campuses. Experi-

mental work is more emphasized at University Centers and tends to be the sole concern in video creation there whereas documentary video production is emphasized to a greater degree at two-year Colleges and is there tied more closely to educational/instructional tape production. The different emphases are based, in part, on varying capabilities of the video facility at each campus, e.g. accessibility to special equipment such as colorizers and synthesizers, but they are not rigid, and experimental work occurs with some emphasis at 6 of the 8 two-year schools offering video courses.

The majority of equipment used in video courses is in 1/2-inch format, and all 11 campuses reporting on facilities indicate the use of this format. 6 of these campuses have 3/4-inch cassette equipment for course use and 5 of them, access to 1-inch facilities. *Dutchess and Monroe Community Colleges* also have 2-inch equipment for video coursework, both having indicated that their courses combine video and television work. 5, or nearly half of the 11 campuses reporting on facilities have color recording capabilities and 3 have color cameras available for course use; the rest utilize entirely black-and-white facilities. The use of studio and special electronic equipment in video courses is rather widespread—at least 9 campuses have access to special effects generators, 2 have colorizers and synthesizers and a third is considering building a colorizer. More information on the studio equipment used in courses at each campus can be determined by referring to the *Academic Courses in Video* chart. At about 4 of the campuses, video equipment is for the sole use of video courses. The rest borrow from and/or share with other on-campus resources such as Educational Communications Centers, with the exception of *University Center at Binghamton*, which makes use of the facilities at the Experimental Television Center, a not-for-profit organization separate and distinct from SUNY.

At least 750 videotapes are shown in these courses each year, this figure including 450 educational/instructional, documentary and experimental TV/video tapes (in that order of importance) screened at *Monroe Community College* and the 150 experimental tapes shown in video courses at *University Center at Buffalo*. The screening of experimental tapes is given primary emphasis at 4 of the 10 campuses reporting on screening emphases, and documentary tapes are given the greatest attention at 3 other campuses. At *Monroe and Dutchess Community Colleges* (again, the two campuses with combined television/video courses) instructional and educational tapes are most frequently shown and at another campus, the emphasis is on all types of broadcast television.

Extra-Academic Organizations: Television/Video

At least 25 State University of New York campuses have formal extra-academic organizations in Television/Video, with 550 to 600 participating members. The large majority of members in these organizations are students; there is, however, more consistent participation by faculty than in Film or Still Photography organizations. 5 of the extra-academic groups in Television/Video indicate participation by community members as well. Of the 25 organizations, it should be noted that at the time information was received, 4 were either in the planning stages or were just starting and not yet fully active in production and programming.

Funded primarily by student fees, as is the case with most extra-academic organizations, the budget for extra-academic groups in Television/Video can be anything from the barest minimal funding (with several Television/Video organizations indicating that they are essentially non-funded) to a yearly operating budget of \$5000 to \$10,000. An estimated figure indicates that over \$50,000 is spent in the continued support and expansion of extra-academic organizations in Television/Video each year. Budgets may fluctuate, as several campuses indicate, dependent upon the need for purchasing initial or additional equipment, and a large portion of the budget at several campuses is used for videotape rentals.

Nearly all of these organizations, several of which are student-run campus television stations with call letters such as *GSTV* (*University College at Geneseo*), are oriented toward videotape production for programming primarily on campus via closed circuit campus cable system or deck-to-monitor screenings in areas of concentrated student activity. An individual organization may program anywhere from 1/2-hour of campus news each month to 10 hours or more weekly of material primarily generated by members of the organization. At least 10 of the organizations augment their own production work by programming tapes rented from such resources as Video Tape Network or exchanged with similar organizations from other campuses, although the latter is as yet rare. At 2 of the 10 campuses that rent or borrow tapes (*University College at Cortland* and *Suffolk County Community College*), programming of rented tapes is presently the sole extra-academic activity in Television/Video, although *University College at Cortland* is in the process of organizing a production group to program for campus cable lines being specially run into the Student Union and dormitories.

Several exceptions should be noted to these common structures and activities of extra-academic organizations in Television/Video as described above. The *Media Club* at *Columbia-Greene Community College* has little formalized activity yet and instead makes 1/2-inch equipment available to interested participants; future plans include possible programming on cable. The *Radio, Motion Picture and Television Club* at *University College at Potsdam* works closely in conjunction with the Educational Communications Center on projects adjunct to the Center's activity as well as producing a weekly "Insight" show.

Similarly, *The Radio and Television Guild* at *Cayuga County Community College* handles the service function of instructional TV as well as producing a weekly news program. *University College at Old Westbury* and *Staten Island Community College* have also indicated that although there are no formal extra-academic organizations in Television/Video, students participate on an informal basis in educational TV production work at Audio-Visual Centers. Quite different altogether is extra-academic activity at *Schenectady County Community College*, where several students participate in *Schenectady Region Association For Educational Cable TV (SRAFACT)*, a regional group in which representatives from all educational institutions and cable companies in Schenectady interact. SRAFACT offers conferences, workshops and courses and has formed a Public Access group, SACC, to take advantage of the 4 cable channels open to educational institutions in the Schenectady area. More information on SRAFACT accompanies the *Extra-Academic Organizations in Television/Video* chart.

22 of these extra-academic groups have provided information about the types of Television/Video production emphasized in their organization. 11 indicate primary emphasis in the documentation of campus activities, such as the taping of sports events, coffeehouses, concerts and visiting speakers, as well as tapes about issues of local interest. Campus news and interview programs are the next most common types of production, with 6 campuses indicating them as the primary emphasis. At least 3 campuses indicate that the greatest amount of activity is directed toward the production of instructional/educational tapes, with 1 additional organization giving primary emphasis to experimental work, 1 to "individual personal work" and 1 to the making of tapes for "entertainment" purposes. Many campuses, of course, emphasize several of these types of production to varying degrees, as well as dramatic fiction in video.

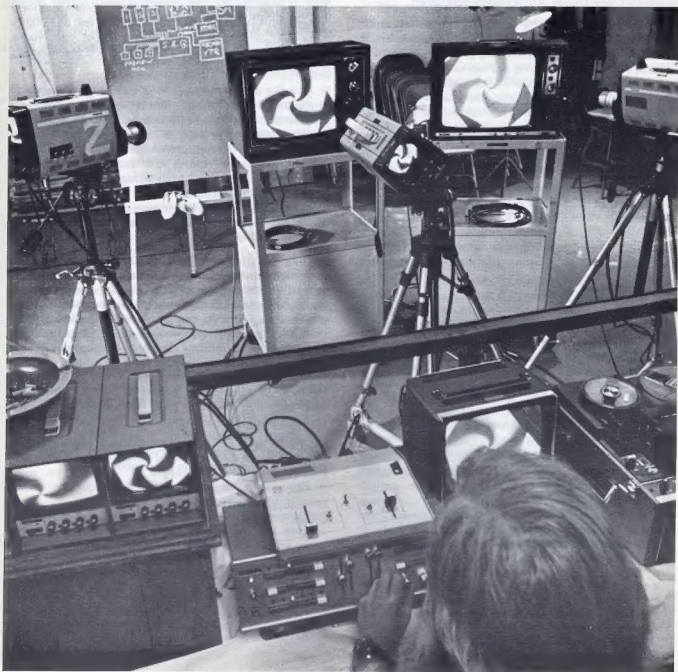
1/2-inch production and playback facilities are by and large the most common type utilized by these extra-academic organizations and of the 23 campuses reporting on equipment/facilities, 21 indicate this format in use. 7 of the organizations indicate that they have facilities for their sole use and all of these make use of 1/2-inch equipment. Most Television/Video organizations, however, share equipment with and/or borrow equipment from academic departments and programs or support facilities and, therefore, may utilize a variety of formats: 3 organizations have access to 2-inch facilities, 8 use 1-inch equipment and 8 more, 3/4-inch facilities. In addition, 9 have access to color capable decks, 2 organizations have access to color cameras and about 3/5 of the extra-academic groups make some use of special or studio facilities such as switching and special effects equipment.

As has been already noted, the amount of videotape programming for screening, cablecast or other means of distribution, varies greatly from organization to organization and can range anywhere from 1/2-hour once a month to 30 hours of programming each week. 21

campuses have reported on the quantity of organization-generated and rented/borrowed tapes programmed; they have, however, provided these figures in a variety of ways—number of hours of programming weekly, number of tapes shown weekly, number of tapes shown monthly, number of tapes shown yearly—making an accurate estimate of the total programming of all extra-academic organizations in Television/Video by any of these standards nearly impossible. Reference, however, to the *Extra-Academic Organizations in Television/Video* chart will provide information about the quantity of programming at each campus. At least a half dozen organizations regularly rent tapes from Video Tape Network or similar resources

and at least 5 groups either presently exchange tapes with similar organizations at other campuses or express an interest in doing so. More information about these organizations also accompanies the *Extra-Academic Organizations in Television/Video* chart.

Of the 20 campuses reporting on types of video distribution for extra-academic programming, 11 make use of closed circuit campus cable systems, 8 screen tapes from deck to monitor in student lounges or similar locales, 4 program totally or in part on community cables and 2 indicate the possibility of broadcasting tapes made by the organization.



Visual Studies Workshop, Rochester.

B. Departments and Programs in Film, Television, Video, Still Photography and Electronic Music at State University of New York Campuses

Arts-Oriented Departments and Programs in Film, Video, Photography and Electronic Music

In the areas of film, video, photography and electronic music, a number of arts-oriented departments and programs in the State University of New York system offer a variety of curricula models.

For film study, there are presently: one Department of Cinema (*University Center at Binghamton*), one Program in Media Study (*University Center at Buffalo*), and three Programs in Film Study (*University Center at Albany*, and *University Colleges at Cortland and Purchase*) with a fourth Film Program in the preparatory stages at *University College at Brockport*. Among the two-year colleges, *Community College of the Finger Lakes* has offered a *Concentration in Cinema Studies* (although this program has recently been discontinued), and *Mohawk Valley Community College* is considering an AA degree-granting Option in Photography and Cinematography.

Although there are no departments or programs dedicated to video, Center for Media Study at *University*

Center at Buffalo offers video as a strong area of concentration, and the Department of Cinema at *University Center at Binghamton* has recently included video in its activities.

Programs concentrating primarily on photography as a means of artistic expression have been developed at *University Centers at Albany, Buffalo and Stony Brook*, *University Colleges at New Paltz, Oswego and Potsdam* and *College of Ceramics at Alfred University*, in addition to a graduate Program in Photographic Studies, also at *University Center at Buffalo*, which is offered through the *Visual Studies Workshop* in Rochester.

Electronic music is the least developed, in terms of academic curricula, of the arts under consideration. There is, however, a formal Program at *University Center at Albany* and an informal program offering no major but a concentration for graduate students at *University Center at Stony Brook*.

Film and Video

University Center at Binghamton

The philosophy of the *Cinema Department* is described in the following way:

The Department of Cinema is devoted to the development of artists and creative thinkers in cinema. It aims at a unified sense of cinema, providing a basis for new insights and works. Specific skills of analysis and production, including those of video, are taught, but not as ends in themselves. The major program aims to produce not narrow specialists in lighting, cinematography, or film editing, but rather broadly trained artists and thinkers sensitive to a whole range of cinematic values.

Students who major in cinema bring together the techniques they have learned and the values to which they have been made sensitive, in a senior thesis which consists of an independent film work or a writing about film, demonstrating creative insight and ability.

The Department encourages studies in the theories and techniques of other art disciplines such as music, painting, theater, and literature.

Now in its sixth year, the Department began as a cinema course taught by Professor Larry Gottheim, now Chairman, through the English Department in 1968. The film curriculum expanded to a "program" of two faculty in 1969 and gained full status of an undergraduate Department offering a B.A. degree in 1970. It has since grown to the extent of having six full-time faculty and one visiting professor offering sixteen courses each year in film production, film analysis and paracinema to more than thirty majors and about six hundred total students.

The most important recent developments in the Cinema Department are plans for an M.A. degree and the expansion of activities to include video. Ralph Hocking, a faculty member, offers two courses each year in video as an art, utilizing the extensive facilities of the *Experimental Television Center*, where he is Director. (Further information about the Experimental Television Center, a not-for-profit educational corporation separate and distinct from the State University of New York system, accompanies the *Academic Courses in Video* chart.) Students have constructed majors in video art through the *Innovational Projects Board*; they may also receive credit for independent work in still photography.

Other faculty are Ken Jacobs, Daniel Barnett and Saul Levine.

Facilities in film include 8 and 16mm production and projection equipment with synchronizers, horizontal and vertical editing machines, magnasync and interlock projectors and processing equipment for black-and-white film. There is also limited 35mm production equipment. Video facilities at the Experimental Television Center include black-and-white and color cameras, 1/2-inch and 1-inch decks, video projection, keyers, special effects generators, a colorizer, a synthesizer and a spatial and intensity digitizer; much of this equipment is owned by the Center, some is on loan from the University.

The Department screens hundreds of primarily art and feature-length narrative films each year, the Department's \$2000 rental budget supplemented by the more than seventy-five films in the SUNY/Binghamton Film Archives and the screenings of the Harpur Film Society, an extra-academic organization.

Along with arrangements for regular visiting professors, the Cinema Department also sponsors one-day to one-month programs with several dozen visiting film and video artists each year. The Department hosted the first University-wide conference on Cinema in 1972. Professor Gottheim reports that most of the interaction of the Cinema Department with other departments in the University occurs at an informal level, with students taking a variety of other courses and faculty giving lectures in other departments. The planned M.A. Program calls for greater interrelationships of this type. The Cinema Department lists an increase in faculty/personnel as its most basic need at present.

University Center at Buffalo

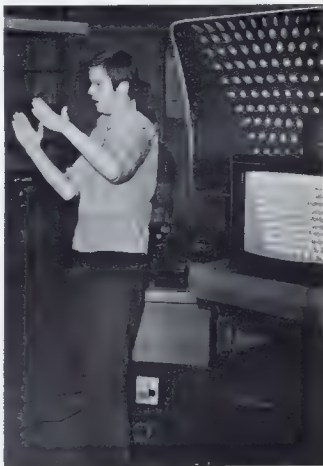
The *Center for Media Study* currently offers courses in film and video making and interpretation, in its development of "three areas of coursework which will lead to undergraduate and graduate degrees: 1) the making of films, videotapes and other media; 2) the history, theory and analysis of media forms; 3) the psychic and social effects of media." Gerald O'Grady, the Program's Director since its inception in 1972, defines the Center's philosophy in the following way: "Media mean all of the symbolic codes of human culture, and their study involves all of the ways in which they interact with and influence each other in constructing human consciousness. The informing insight of the Program is that all citizens should have an understanding of and access to all of the codes of expression, communication and information-transfer of the culture in which they live."

The other full-time faculty—Hollis Frampton, Paul Sharits, Bohuslav Vasulka, Brian Henderson and James Blue—and one teaching assistant offer about twelve undergraduate and six graduate courses in filmmaking, history and analysis and four courses in videomaking and theories of electronic media each year to over three hundred undergraduate and about sixty-five graduate students. The Program is open to double majors, joint majors and a variety of ad-hoc majors with departments concentrating on other codes, and awards approximately ten undergraduate

degrees to "Special Majors" and a dozen Master of Arts in Humanities degrees each year, as well as directing film dissertations by Ph.D. candidates in the English and French Departments. Over four hundred independent, documentary and feature narrative films and one hundred and fifty experimental videotapes are screened in the Program's courses each year.

Facilities in film include super-8 and 16mm production and projection equipment, full 16mm editing facilities, an optical printer, and sophisticated 16mm sound-sync equipment, including synchronizer, double system interlock projector and a recorder/reproducer for 16mm edge track. Center for Media Study also has the use of the permanent 35mm projection facilities at University Center at Buffalo. Video facilities in the Center's Experimental Video Laboratory include black-and-white cameras, 1/2-inch and 3/4-inch color editing decks, special effects generator/switcher, colorizer, synthesizer, color video projector and sophisticated electronic and test equipment.

Seeing itself as a catalyst, helping to define and advance the new field of Media Study, the Center for Media Study has been active in sponsoring or co-sponsoring five consecutive Summer Institutes in the Making and Understanding of Film/Media, numerous regional, national and international conferences (on Teaching Resources in Film and Media, Autobiography in the Independent American Cinema, Teaching Making, Women in Film and Video,



Steina Vasulka, Center for Media Study, University Center at Buffalo.

Electronic Arts), over fifty visiting lecturers on film and the electronic arts yearly and series of recent Chinese, Polish, Soviet and Egyptian films. As part of a major research project of the Center, the Oral History of the Independent American Film, more than five hundred hours of interviews with fifty independent filmmakers have been recorded which, along with an expanding collection of films, experimental videotapes and printed materials, comprise the Center's research resources.

Center for Media Study has submitted a "Letter of Intent" to offer A.B., M.A., M.F.A. and Ph.D. degrees. As part of its function as a dynamic and integrative agent "which would interact with many other departments and units in the University and the community," the Program has plans to make joint appointments with other faculties and to develop curricula with the Department of Instruction in the School of Education to prepare media teachers for elementary and high schools, and with departments in the social sciences to establish programs in cultural documentation and investigation. Present needs are an increase in faculty and personnel, graduate lines for fellowships, teaching assistants and research assistants as well as more equipment and dedicated space.

University Center at Albany

A *Film Program* as an area of concentration in the Art Department, now in its eighth year, surveys the development of filmmaking through the technical and aesthetic evaluation of film, according to the Department Chairman, Professor Richard Callner. Professor Arthur Lennig, sole faculty member in the Program, offers six courses yearly to six hundred students, emphasizing primarily film theory, history and aesthetics, and screening nearly one hundred feature films as well as offering some film production in 8 and 16mm. There is little Art Department equipment for this production, and the students provide much of their own; editing facilities, however, are available through the Program.

Under discussion are plans to develop an undergraduate (and later, a graduate) *Program in Visual Studies* which will incorporate the Film Program courses, film courses now taught in other departments, and courses in a Photography concentration in the Art Department; this concentration of film/photography activity constitutes a basic need of the Program at present.

University College at Cortland

The *Cinema Studies Program* has offered an interdisciplinary non-production major toward a B.A. degree since 1972, under the direction of Professor Robert Hammond. The Program is organized with the intention of providing numerous perspectives toward film appreciation with sound analytical and critical methods within the full range of the liberal arts. Faculty from eight departments apply their area of discipline to film with the hope, according to Professor Hammond, that this multiplicity of approaches will provide the student with a broader awareness of the possibilities of cinematic expression than any single viewpoint would afford. Participating in the Program are Professor Hammond, Franklin Waltman and Victoria Stiles (Foreign Languages), Patricia Connor (Art), Donna Anderson (Music), John Willmer (Geography), Eberhard

Alsen (English), Gordon Beadle (History), Henry Steck (Political Science) and, in the past, Marc Lowenstein (Philosophy).

Although there are very few majors as yet, the eight to ten courses offered in the Cinema Studies Program each year attracts an enrollment of about five hundred students. Seventy-five to one hundred films, predominantly English and Foreign Language feature length narratives, are screened each year.

Present Program activities include the attempt to form a Student Cinema Studies Club to sponsor visiting lecturers, and strengthening of support of the participating departments. Although initial objections to equipment costs in forming a film program were overcome by formulating a non-production interdepartmental appreciation and analysis major, Professor Hammond and other faculty feel they need larger film rental and purchasing budgets, an expansion of symposia and guest speakers, and the possible hiring of a coordinator or advisor to better focus the Program's activities.

University College at Purchase

The *Film Program* major leading to a B.F.A. degree is offered through the Division of Theater Arts in the School of the Arts. Established concurrently with the College in 1971, the Film Program is organized, according to its Director, Willard Van Dyke, to provide preparation that would qualify students, after four years of training, to enter the profession. The emphasis, however, is on training individual film artists rather than commercially-oriented technicians, with the hopes of putting more broadly prepared individuals into the field.

The Program presently has two full-time faculty, Professors Van Dyke and Richard Rogers, and two part-time faculty, Miriam Arsham and Ronald Mottram, offering about twelve courses each year in film production (cinematography editing, sound, directing and script-writing) and film analysis/theory/history, most of which are open only to the forty film majors. This policy, along with the unusual structure of the School of the Arts, requiring majors to complete ninety credit hours in their area of concentration, provides a more intensive training/learning experience for a limited number of gifted undergraduates than is generally available. The Program emphasizes independent film projects and the concept of master/apprentice relationships between faculty and the relatively few majors. Students are also required to study the art of the actor and urged to investigate other visual arts (especially photography, in which the Program offers tutorial work) and the liberal arts.

The Film Program screens more than two hundred films each year, primarily feature-length narratives and documentaries, and sponsors numerous visiting filmmakers. A small film library is in the process of being expanded.

The fact that University College at Purchase has not yet completed construction of its Theater Arts Instructional Facility which will house a two hundred-seat auditorium, a large film studio, cutting rooms, a sound transfer studio and facilities for processing 16mm reversal film, has created the Film Program's current need for dedicated space. As the Theater Arts Instructional Facility will also house a color television studio, the planned Program in Television has not

yet begun; similarly, the Visual Arts Instructional Facility, with its extensive darkrooms, is not yet complete, limiting current photography activity.

Professor Van Dyke also expresses the need for more rapid acquisition of equipment essential to an expanding program. A two hundred percent increase in facilities is expected in the next two years that will provide the Film Program with highly sophisticated super-8 sound sync and editing capabilities, very good facilities in all aspects of 16mm as well as processing of both formats, advanced lighting, optical and audio equipment.

University College at Brockport

A proposal to begin an interdepartmental *Program in Studies in Film and Society* is being discussed. The Departments of English, History, Theater, Communications, Psychology and Sociology will participate in the Program, organized around principles of humanities and social culture study. The Program will offer at least nine film courses each year to about six hundred students, this being the extent of present activity. Among participating faculty will be Professors McCreary (History), Rubin (English), Reynolds (Theater), Powell (Communications) and Lindauer (Psychology). No further information has been provided.

Community College of the Finger Lakes

The *Concentration in Cinema Studies* toward an A.A.

degree, offered since 1972, has recently been phased out as a program. It was conceived by the administration when English Professor Gary Goodno received a fellowship from the National Endowment for the Humanities to study cinema for a year with the purpose of extending the visual literacy of his students. Designed to teach history and aesthetics as well as the technical aspects of cinema through production courses, the Concentration originally offered seven courses each year, all instructed by Professor Goodno, to approximately two hundred students. Quality super-8 cameras and editing facilities for twenty students were purchased. The Program sponsored monthly film programs and had strong interaction with the English, Social Studies and Fine Arts Departments.

Five courses are currently offered as Humanities electives: film history and aesthetics are taught by Professor Goodno through the English Department, and film production coursework is offered through the Department of Art.

Mohawk Valley Community College

Initial steps have been taken to institute an A.A. degree-granting *Option in Photography and Cinematography*. Although it is as yet too early to speculate on the development of the curriculum, both in terms of size and emphases, the Program will undoubtedly offer more than the four courses in theory and super-8 production presently taught.

Photography

University Center at Albany

A *Program in Photography* as an area of concentration in the Art Department is directed by Professor Melanie Walker, who offers six courses to about one hundred and twenty students each year. According to Professor Richard Callner, Chairman of the Art Department, the Program covers both traditional and experimental techniques in photography, encouraging strong aesthetic input in the growth of technical skills. Interpretation, criticism and the history of photography are also important concerns. Emphasis is on black-and-white photography, the Program using one community darkroom with fourteen places. The Program is strongly interactive with the Graphic Arts concentration, also in the Art Department, and special workshops are being developed in the making of books and paper and the use of special papers. Professor Walker is presently developing a student and faculty teaching exchange program with photography curricula at other State University of New York campuses, and visiting lecturers are frequent. Also under consideration are plans for a *Program in Visual Studies*, previously mentioned in relation to *University Center at Albany's Film Program*, which would incorporate the courses in the Photography Program with film courses campus-wide.

University Center at Buffalo

A *Program in Photography* as an option or area of concentration is offered in the Art Department. Professor Donald Blumberg, Director of the Program since 1965, describes it as having a broad range of concerns, from

structured introductory courses to completely self-determined seminars, in which all significant aspects of the aesthetic and technical history of photography are considered. Two full-time faculty, Professors Blumberg and Tyrone Georgiou, along with several teaching assistants, offer over two dozen sections per year in silver and non-silver processes to four to five hundred students. There is, in addition, much graduate tutorial work. The Program's coursework concerns itself with such techniques as extended and sequential imagery, fabricated images, and applied color. Showings of student work are continuous.

Along with its granting of B.F.A. and M.A. degrees, the Photography Program is the only area of concentration in the Art Department to grant a B.A. degree which, Professor Blumberg states, opens photography to the entire University on the undergraduate level and allows graduate students in the Program to provide an invaluable educational opportunity as a stimulus to the growth of undergraduates. Facilities are primarily for black-and-white photography, with one color enlarger for special use, in two darkrooms with forty places. Although there is no budget for visiting lecturers or travelling exhibitions, Professor Blumberg notes adequate budgeting for materials and supplies.

Visual Studies Workshop with University Center at Buffalo

A *Program in Photographic Studies* at the *Visual Studies Workshop* in Rochester offers an M.F.A. degree through *University Center at Buffalo*. The Program differs from

A Department in Fashion Photography and Programs in Television/Radio Broadcasting

There is a *Department of Photography at Fashion Institute of Technology* which, unlike the arts-oriented programs in photography already considered, is designed to train students for "relevant jobs in applied photography as it is used in the Fashion, Advertising and commercial areas of the industry."

A number of programs throughout the State University of New York system offer concentrated work in television and radio. These are the *Programs in Broadcasting at University Colleges at Buffalo, Geneseo and Oswego*, in *Radio/Television Broadcasting at Herkimer County and Onondaga Community Colleges* and in *Telecommunications at Cayuga County and Suffolk Community Colleges*.

Brief descriptions of the Photography Department and of each of these programs follow.

Fashion Institute of Technology

Started as a service department for the photographic course needs of the college, activity was expanded in 1967 to an A.A. degree-granting *Department of Photography* with fifteen students. By 1976, four full-time faculty - Professors Harold Berg, Irving Schild, Steven Manville and Joel Aronson - and four part-time faculty - Adjunct Assistant Professor Alex Greco and Adjunct Instructors Marc Bomsie, Thomas Caravaglia and James Collier - were offering about seventeen different courses to more than eighty majors and about eight hundred and fifty students total. In training its majors for "relevant jobs in applied photography as it is used in the Fashion, Advertising and commercial areas of the industry," the Department offers coursework in introductory and advanced black-and-white and color photography, view camera, small camera, electronic flash, professional procedures and professional portfolio. Many of the Department's courses, it is indicated, are geared towards the specific needs of various departments throughout the college.

Facilities for black-and-white and color work have recently increased, as have class sizes, according to the Associate Chairperson, Professor Harold Berg, with the Department's move into larger quarters. The Department also sponsors one travelling professional, one faculty and one student exhibition each year.

University College at Buffalo

In 1975, a 30-hour *Concentration in Broadcasting* toward a B.A. degree was approved through the Department of Speech and Theatre Arts, indicative of a rapid development since the first Broadcasting courses were introduced in 1971. The Concentration was formed to provide students desiring careers in Broadcasting an educational opportunity different from the training offered by commercial trade schools. Two faculty, Professors Alan Richardson and Robert Schihl, offer beginning, inter-

mediate and advanced courses in television studio operations to about ninety students each year, as well as courses in radio studio operations, communication theory, introduction to broadcasting, broadcast law, broadcast criticism and contemporary issues in broadcasting.

There is also at *University College at Buffalo* an inter-departmental and "journalism-centered" *Program in Communications Media*, which is both complementary to and interactive with the Concentration in Broadcasting, the two curricula providing alternate approaches or emphases for students of communications. More information on the Program in Communications Media is included in the following section of this report.

Television facilities in the Instructional Resources Center that are utilized for academic instruction include two studios with black-and-white cameras, 2-inch Quad, 1-inch Helical, 3/4-inch Helical, 1/2-inch Helical and EIAJ black-and-white and color decks with studio and special effects equipment.

The Speech and Theatre Arts Department has sponsored numerous guest speakers on television and radio broadcasting and a festival on Television Documentary in Summer 1974, featuring "27 guests nationally known for their work in Documentary Film for TV." The Concentration in Broadcasting indicates dedicated space and television/radio facilities and an increase in faculty/personnel as its most basic needs.

University College at Geneseo

The *Department of Speech Communication* offers a *Program in Broadcasting*, granting B.A., M.A. and M.S. in Education degrees. According to Professor William Berry, the Program is designed to prepare students for careers in media, including print and public relations.

Three faculty, Professors Berry, Myron B. Shaw and Robert J. Greene, offer sixteen to twenty-two courses in broadcasting each year to between eight-hundred and one thousand students. The course work in television is of a wide variety, emphasizing the interpretation (criticism, history and aesthetics) and the socio-cultural aspects of television as well as communication theory and production in studio courses of primarily educational and documentary tapes and tapes in commercial formats such as news, weather, sports and commercials.

The black-and-white television production facilities utilized by the Program include three studios with studio and portable cameras, 2-inch Quad, 2-inch Helical and 1-inch Helical decks and studio and special effects equipment.

The Department of Speech Communication also offers coursework in film.

University College at Oswego

Since 1971, the *Department of Communication Studies* has offered a *Broadcasting Major* toward a B.A. degree. According to the Acting Chairperson, Professor Lewis B. O'Donnell, the Program emphasizes a consideration of television and radio broadcasting as a business in today's society, the majority of courses aiming to provide a more general understanding of the role of media in contemporary society in the preparation of management personnel for communications fields and communications related industries.

Three full-time faculty offer ten courses to about two hundred students each year in television production and direction, the history of television and its role in education and related issues in the interpretation, history and production of broadcast television and radio. Broadcast majors also participate in a fairly large internship program at broadcast stations and related industries. Television production courses, of which there are two, make use of the Communications Studies Department's two studios with black-and-white cameras, 1-inch decks and studio and special effects equipment.

Cayuga County Community College

A two-year *Program in Telecommunications*, begun in 1971 and granting an A.A.S. degree through the *Telecommunications/Theater Arts Department*, is "a two-track program, offering the production aspects of TV and radio in addition to the electronics fundamentals and licensing background."

Chairperson Daniel Labeille, four faculty - Professors Norm Cohen, Al Menard, Frank Messere and David Wickham - and a two-man technical staff of Jan Andrews and Les Grice offer two courses in television production and additional related courses in broadcasting, radio production, film production and techniques and FCC radio-telephone licensing to forty majors and several hundred students total each year.

The Program is described as having good interaction with other curricula in the college on a service basis, but still developing as a conceptual contributor. Several visiting artists and lecturers, such as D.A. Pennebaker, Walter Wright and Ralph Hocking, are brought each year.

Facilities used for television instruction include one studio with 1-inch, 3/4-inch and 1/2-inch decks (some color capable) and studio and special effects equipment, as well as 16mm film equipment and radio facilities equipped for stereo. Basic needs of the Program are listed as an increase in space, faculty/personnel and equipment.

Herkimer County Community College

The *Humanities Division* began a *Program in Radio/Television Broadcasting* in 1971, and it has since grown, according to Radio/Television Instructor David Champoux, to one of the largest A.A.S. programs on the campus. As Professor Champoux describes it, the intent of the Program

is to provide students with sufficient training to gain entry level positions in television and radio broadcasting, and while interdisciplinary coursework is required, the emphasis of the Program is on the study of the structure of commercial media. Majors in the Radio/Television Broadcasting Program are required to do 28-hour internships in both television and radio for completion of their degree. Television facilities include one studio with black-and-white and color cameras, 1-inch and 3/4-inch EIAJ decks and studio and special effects equipment.

Onondaga Community College

The *Program in Radio/Television*, A.A.S. degree-granting within itself, is "oriented toward creative commercial and educational television/radio production," providing "the fundamentals of broadcast communications along with the skills needed to perform as a professional in the field of commercial and educational radio or television."

Chairperson Catherine M. Stampalia, two additional full-time faculty - Professors Richard A. Cobb and Vincent Spadafora - and three part-time faculty - Professors Gerald Barsha, William Lyon and Robert Gaurnier - offer six courses each year in television production, radio/TV announcing, introduction to broadcasting, educational broadcasting, news and public affairs and broadcast management and organization.

Begun with about twenty students in 1968, the Program is now six times larger and works in extremely close cooperation with all segments of the college community, as well as sponsoring community tape screenings, the production of community service programs and the Annual Radio-Television Seminar/Reception for the Central New York area.

Facilities include one 700 square foot studio equipped with black-and-white and color cameras, 2-inch Quad and Helical, 1-inch Helical, 3/4-inch Helical and 1/2-inch EIAJ decks and studio and special effects equipment. Basic needs of the Program are listed as color equipment, and an increase in faculty/personnel and space.

Suffolk County Community College

A *Program in Telecommunications* was formulated about ten years ago, once an interdisciplinary program with the Department of Electronic Technology but now directed solely by the *Speech and Theater Department*. According to Howard Stevens, Instructor of television, the Program is designed to provide hands-on experience in basic production principles to students who plan to professionally enter the field of broadcasting or related industries as production technicians.

Two full-time and three part-time teaching faculty and one full-time technical assistant/chief engineer offer about six courses each year in television production, introduction to broadcasting, broadcast announcing, broadcast copy scriptwriting, and station operation and management to more than eighty students.

continued

Television facilities of the Telecommunications Program include one 1200 square foot studio with black-and-white cameras, 1-inch color capable decks and studio and special effects equipment.

Professor Stevens indicates interaction with other curricula on campus to be very good, with students videotaping events and lectures campus-wide, involving and often for the benefit and use of other academic departments and programs and extra-academic groups. The basic need of the Program presently is an expansion of facilities to meet technical advances and remain current with the state of the art, most especially by the acquisition of color cameras.

Community College of the Finger Lakes

Although no television courses are presently offered, it has been indicated that the establishment of a Concentration in Television and Radio through the Department of Visual and Performing Arts has been under consideration.

University College at Purchase

A Program in Television through the Division of Theatre Arts of the School of the Arts will begin upon completion of the Theatre Arts Instructional Facility, which will house a color television studio. In its 1974-75 catalog, the College described the planned Program in the following way:

When inaugurated, it will be designed to prepare students for work as directors, script writers and cameramen, but not as electronic engineers. Emphasis will be placed on the interrelationships between television, film and theatre. To that end, television majors will take basic courses in the history and practice of the other two media. They may also be involved in practical projects related to the audio-visual instructional program of the College.



University College at Potsdam.

Departments and Programs in Communications and Audio-Visual Technology

In addition to the programs in television/radio broadcasting considered in the previous section, there are numerous other departments and programs in the State University of New York system that offer a concentrated study of film, television and photography in the context of Communication Theory and/or Journalism. Under a variety of names, such as Communications Media or Mass Media Studies, these curricula are generally structured to provide a foundation in theories of mass media coupled in most cases with some training in technical skills required for professional careers in mass communications (i.e. - broadcasting, journalism) or related industries (such as graphics communication). The personal aesthetic expressiveness of these media is less emphasized (although in some cases it receives considerable attention) than in the arts-oriented departments and programs already considered and the actual degree of emphasis on the particular media of film, television and photography varies from campus to campus in relation to other areas of concern in the study of mass communications.

There follow brief descriptions of the Communications departments and programs that have responded with information about their structures and activities. There also follow descriptions of a *Department of Audiovisual Technology* (Monroe Community College) and a *Program in Visual Technology* (Fulton-Montgomery Community College), more primarily geared to career training of audio-visual technicians, as well as a *Department of Educational Communications* (University Center at Albany) combining a practical and theoretical approach to the uses of technology in the instructional process.

Appended to this section of the report is a more complete list of other Communications and Audio-visual programs and departments throughout the SUNY system, with a minimal indication, in some cases, of the types of media instruction offered in the curriculum.

University Center at Albany

A graduate *Program in Educational Communications*, offering an M.A. degree since 1968 in the *Department of Educational Communications*, "is designed for people interested in the implementation of technology in the instructional process" and is organized toward "the development and utilization of educational media."

Chaired by Professor Murray G. Phillips and with three additional full-time faculty, Professors Clarence O. Bergeson, Robert Eugene Hedges and Dean Robert Spitzer, the Program offers two courses each in Educational Motion Picture Production, Educational Television (production, direction, teaching and utilization) and Photography to about 250 graduate students each year. There is also coursework in the concepts and theory of Educational Communications, the organization and operation of an Educational Communications program, programming and managing educational television facilities, programming and

systems technology, mass communications and education as well as supervised field work and internships in Educational Communications. The Department of Educational Communications additionally offers single courses in film, television and still photography to about 150 undergraduates each year, and interacts with the School of Library and Information Science and the Department of Rhetoric and Communication.

Facilities used for instruction in departmental courses include super-8 film production equipment, black-and-white photographic facilities and 2-inch Quad, 1-inch Helical and ½-inch EIAJ black-and-white television facilities with studio and special effects equipment. Professor Phillips indicates the overriding and interdependent needs of the Department to be an increase in faculty/personnel, equipment and space.

University Center at Buffalo

A graduate *Instructional Communications Program* is offered by the Department of Curriculum Development and Instructional Media in the Faculty of Educational Studies. It was initiated in 1965 by Dr. Taher Razik, still the sole faculty member, and offers a M.Ed., a certificate, an Ed.D. and a Ph.D.

The Goal of the Instructional Communications program is to prepare its graduates to take responsible roles in activities involved with the construction, implementation, and evaluation of instructional systems. Emphasis is placed upon the processes of communication, general systems and instructional management for the design, implementation, and evaluation of variables affecting the educational process. This program applies to the conceptual analysis and synthesis of the educational endeavor in a specific content of concern. Study in the various domains of instruction, curriculum, measurement, and related areas furnishes the graduate with knowledge and skills that contribute to the design, prediction, and control of the instructional process.

Facilities for instruction for departmental courses are located at the newly-built (1975) Christopher Baldy Hall and include film production equipment, black-and-white photographic facilities, and 1-inch and ½-inch television facilities with studio and special effects equipment. The students will also have access to the Educational Communications Center studios when these are constructed.

University College at Buffalo

The *Program in Communications Media* offering a B.A. degree is "an interdepartmental program focusing on print and broadcast journalism with additional opportunities for students interested in advertising, marketing and public relations. The Program is designed for students interested in careers and for those interested in theory as consumers or receivers of the media."

The Program was developed in 1972 by an interdisciplinary faculty from the Departments of English, Speech and Theatre Arts, Environmental and Consumer Studies, Design, Industrial Technology, Industrial Arts and Fine Arts. The only faculty line solely for the Program is that of its Chairperson, Lee Brown. A group of core courses in writing for the media, visual and oral communications, mass communications and society and communications theory are supplemented by specialized courses offered by participating departments in print, broadcast and photo-journalism, radio/television/print media production, advertising and public relations, graphics and design, and related fields of communication. Among these are eight to ten courses in film interpretation, history and production and several courses in photography and television production (also part of the Broadcasting Concentration in Speech and Theatre Arts, already considered). The Program also arranges internships with media industries to provide students with professional experience.

Facilities include super-8 and 16mm film production equipment, primarily black-and-white photographic facilities, and 2-inch Quad, 1-inch Helical, 3/4-inch Helical and 1/2-inch EIAJ and Helical television facilities with studio and special effects equipment. An increase in faculty/personnel, equipment and space are indicated as the program's basic needs at present.

University College at New Paltz

The *Program in Communication Arts* is an inter-faculty undergraduate program involved in the study of communication arts in its broadest sense - from linguistics and communication theory to student internships with local cable television stations. The Program faculty are from Fine and Performing Arts and Library Arts and Sciences, and its curriculum is composed principally of established courses in the Departments of English, Speech and Studio Art (for production courses). In addition, there is a set of core courses in Communication Arts that combine a variety of the visual arts with other disciplines, such as Journalism.

University College at Plattsburgh

In 1973, the Department of Communications and Theatre Arts, as one of four areas of concentration, developed a *Program in Mass Media Studies* toward a B.A. degree. The Program Coordinator, Professor Philip Reines, two other Departmental faculty - Professors Philip English and Albert Montanaro - and Frank Sorrell of the Division of Instructional Resources, offer one graduate and three undergraduate film courses and three undergraduate television courses each year to over five hundred students, including courses surveying mass media, in the fundamentals and problems of broadcasting, the history and the art of film, American cinema, and "Directing and Performance Techniques in Dramatic Content TV and Film."

Facilities for instruction in film and television include super-8 and 16mm film production equipment; black-and-white cameras, 2-inch Quad, 2-inch Helical, 1-inch Helical, 3/4-inch Helical, and 1/2-inch EIAJ and Helical decks with

studio and special effects equipment. The basic needs of the Mass Media Studies Program at present are an increase in faculty/personnel, equipment and space.

Agricultural and Technical College at Alfred

In 1966, a Communications program was recommended "to meet the needs of the media field." A curriculum in Communication Media was instituted in 1968, which became an A.A.S. degree-granting *Department of Communication Media* in 1973. Chaired by Professor Gary Fraser and with three faculty members - Professors Jerry Gordon, Robert Keough and Terry Simmons - and a technical assistant, the Department offers one filmmaking, one telecommunications and two photography courses, as well as a graduate television course in cooperation with University College at Buffalo to more than one hundred and fifty students each year. Courses in graphics, design, reprographics and media management are also offered. There is continuous use of visiting lecturers in all phases of the Department and interaction with the Library and Health Science.

Facilities for academic instruction include super-8 film production equipment, black-and-white and color printing and black-and-white processing facilities for photography, and for television production, black-and-white cameras, 1-inch Helical, 3/4-inch Helical and 1/2-inch EIAJ and Helical color and black-and-white decks and studio and special effects equipment. The Department's basic need presently is more equipment.

Bronx Community College

The *Department of Communication Arts and Sciences*, granting an A.A. degree, offers a considerable amount of academic coursework in the media. Two Departmental faculty, Professors Richard Platt and Roger Bowman, with English Professor Alan Schwartz, offer five courses in film history and production and four courses in television production to over two hundred and fifty students each year. The Department is also active in the Film Workshop, a student club devoted to film-production.

Facilities for instruction in film and television production include super-8 equipment and 1-inch Helical, 3/4-inch Helical and 1/2-inch EIAJ black-and-white studio facilities with special effects equipment.

Dutchess Community College

The *Program in Communication and Media Arts*, through the Departments of Visual Arts Technology and English, offers "broad courses for communications as a basis for transfer or for work." Professors Thomas C. Dufey (also Chairperson of the Program) and Stephen Press offer a core of media courses including an introduction to communications media writing and performance for the media, television production, and marketing and media management; other courses including two film, one photography and an unspecified number of mass media and journalism courses are also offered. Begun in the Fall of 1974, the Program has already sponsored a month-long Performing Arts Festival in May 1975 and is planning two feature-length television specials.

Academic courses utilize 2-inch Quad, 1-inch Helical, 3/4-inch Helical and 1/2-inch EIAJ black-and-white television facilities with studio and special effects equipment as well as super-8 and 16mm film production equipment. Basic needs are indicated as an increase in faculty/personnel and equipment and the ability "to articulate transfer credit to four-year colleges in the Northeast."

Fulton-Montgomery Community College

A *Program in Visual Technology*, developed in 1974 as part of the Occupational Education curriculum and offering an A.A.S. degree, "is designed to prepare technicians to secure gainful employment in the Graphic Communications Industry." The Program's three Instructors, William Bosshart, David Marcais and Roger Schultz, offer six photography courses each year, as part of a *Photography Option* within the Program, to about seventy-five students. The Program also offers, among others, courses in graphic arts, typography and layout and printing design. It is indicated that the newly developing Program has, as yet, little interaction with other programs and departments in the college.

Photographic facilities include equipment for black-and-white developing and black-and-white and color printing. Basic needs are indicated as an increase in faculty/personnel and equipment.

Genesee Community College

A *Program in Communication and Media Arts*, offering an A.S. degree, was developed in 1974-75 in the Humanities Division. Four faculty - Professors Robert Galligan, Christopher Hoy, John Van Goethem and Gerald Ziobro - offer five courses in filmmaking, appreciation and history, three courses in photography and one in television production to nearly four hundred students each year. Many of these courses are popular electives for students in other

programs, and the Program's faculty often aid other faculty in "mediating" their instruction.

Facilities used in academic instruction include super-8 film production equipment, black-and-white photographic facilities, and 3/4-inch Helical black-and-white television decks with special effects equipment. An increase in faculty/personnel, equipment and space are indicated as the basic needs of the Program at present.

Monroe Community College

In 1967, the *Department of Audiovisual Technology* was begun, approved by the State Education Board as the first audio-visual technology A.A.S. degree in the United States. The Department Chairman, Professor Eugene Edwards, explains: "Now fifty other colleges have the same or similar programs in the U.S.," and Monroe Community College's Audiovisual Technology Department is "recognized by the AECT as the founder and chief proponent of such programs" and works on the Certification/Accreditation Committee of AECT for Audiovisual Technology.

Five faculty - Professors Edwards, J. Ahumada, Gerald LaMarsh, W. Robinson and M. Hillenmeyer - offer one instructional film production, two instructional television production and two media photography courses to about two hundred and thirty students each year. Additional coursework is offered in audio production, graphic production, duplication of instructional materials and maintenance and operation of audio-visual equipment.

Facilities include super-8 and 16mm film production equipment, black-and-white processing and black-and-white and color printing equipment for photography and 2-inch Helical, 1-inch Helical, and 1/2-inch EIAJ black-and-white television facilities with special effects equipment. Basic needs are indicated as an increase in faculty/personnel, equipment, space and a larger budget for capital needs and supplies.

Appendix to Report on Departments and Programs in the Media: Additional Communications and Audio-Visual Technology Departments and Programs

University Center at Albany - Department of Rhetoric and Communications: 2 film, 2 television courses

University Center at Buffalo - Department of Speech Communication: mass media, radio and television, documentary film

University College at Brockport - Speech Communication Department: broadcasting, mass media, radio and TV writing, film as communication, film as social commentary

University College at Cortland - Concentration in Speech Communication in Department of Speech and Theatre Arts: broadcast journalism, mass media and society

University College at Fredonia - Department of Theatre Arts: introduction to radio and television

University College at Geneseo - Department of Speech Communication: introduction to the mass media, radio and television writing, the production and direction of radio and television programs, radio and television announcing, broadcast media arts, radio and television programming, history of broadcasting, broadcasting and society, international broadcasting, broadcast news, television and film, workshop in educational radio and television, speech in the mass media, foundations of educational broadcasting, uses of closed-circuit television in education, broadcasting and government regulation, radio and television station management, psychology of TV communication, seminar: Issues and Problems in Broadcasting, seminar: Educational Radio, seminar: Educational Television

University College at New Paltz - Department of Speech: courses in radio-television

University College at Oneonta - Speech and Theatre Department: courses in film production and theory and television/radio

University College at Oswego - Audio-Visual Communications and Technology Department: photography, cinematography, educational television, graphics, audio

University College at Plattsburgh - Department of Communication and Theatre Arts: have already provided information about Department's Mass Media Studies Program

University College at Potsdam - Concentration in Communication Arts and Sciences

College of Environmental Science and Forestry - Program in Environmental Education and Communications, M.S. & Ph.D.

College of Agriculture and Life Sciences - Department of Communication Arts: courses in communication theory, interpersonal communication, mass media (including radio and television communication), writing for the media (including television writing and production), visual communication (including photo communication) and international communication

Agricultural and Technical College at Morrisville - Journalism Department: photojournalism, broadcasting courses

Borough of Manhattan Community College - Speech Communication and Theatre Arts: course in the mass media

Corning Community College - Speech Department in Communications Division

Fashion Institute of Technology - Advertising and Communications Major in the Business Curriculum: mass communications, journalism, audiences and media

Monroe Community College - Speech and Theatre Department: courses in radio and television broadcasting and film

Nassau Community College - Department of Communications: radio-television production and journalism, film appreciation and production

North Country Community College - Communications in Humanities Division

Queensborough Community College - Department of Speech and Drama: courses in contemporary cinema and television and film history

Suffolk Community College - Speech-Theatre Department: courses in filmmaking, history and appreciation; also Telecommunications Program

The above information was selected from the Directory of the S.U.N.Y. Communication Faculties Association. A limited number of copies of the Directory are available on request from Anthony Tripolone, Communications Department, Onondaga Community College, Syracuse, New York 13215. Dr. Tripolone is President of the S.U.N.Y. Communication Faculties Association.

ACADEMIC COURSES IN TELEVISION

NAME OF CAMPUS	Courses/acad. yr.	Students in courses total	Course Emphases					VIDEOTAPE SCREENINGS					Types of Production Emphasized					Campus Video Distribution	No. & Sizes of Studios In Square Feet
			Production	Interpretation (crit., hist., aesth.)	Socio-cultural (ethnol., soc. action)	Commun. Theory	Instruc./Educ.	Tapes/acad. yr.	Documentary	Dram. fiction	Educ./Instruc.	Experimental	Other	Documentary	Dram. fiction	Educ./Instruc.	Experimental	Other	
U. Center/Albany	1u-2u	320-65-80g					1	10	2		1			2	1			✓	2
U. Center/Binghamton	2u	12	✓	✓		✓		10			1			✓	✓			✓	2-1300,528
U. Center/Bufalo	6u, 4g, 2nc	200+			*			?			*					*			2
U. Col./Brookport	1u	No Information Received																	
U. Col./Bufalo	3u	90	1	2	3			15	2	1		3	4.5		2		1.3	✓	2-1800,600
U. Col./Cortland	2u	20	1					6			1			1				✓	1
U. Col./Fredonia	3u	120	1	2	3	2		10	1	4	2	3			1			No Further Information Provided	
U. Col./Geneseo	16-22 u, 6g	800-1000	4	1	2	3	5	44	2	3	1	4	*	2	3	1	4	**	3
U. Col./Oneonta	4u*	100	1			2	3	15	3		2	1		3	2	1		✓	1-970
U. Col./Oswego	10u	200	Emph. Role of Media in Today's Society*					40-50			1						1**	✓	2
U. Col./Plattsburgh	3u	60	1	3	4	2	5	40	1	4	2	3		1	3	2	4	✓	2-1500,600
U. Col./Potsdam	4u	48-60	✓	✓	✓	✓		160-200			1	*	✓	✓	✓		**	✓	3-800,800,300
Ag & Tech/Alfred	1u, 1g*	40u, 15g*	2			3	1	?			?				1			✓	2-500,450
Ag & Tech/Cobleskill	7 Week nc Mini courses in Media Broadcasting (Radio & Videotape) offered thru Student Activities Office; see below																		
Ag & Tech/Morrisville	2u	8-10	Primarily Emphasizes Studio Equipment Repair & Maintenance, 2" Quad & Color Cameras in Electrical Department. Also a Little Production and Introduction to Broadcast Theory in Journalism Dept.																
Bronx CC	2u	50	1					10	✓		✓			✓	✓		*	✓	1
Cayuga County CC	2u	40-50	1					15 hrs.	2		1			1		2		✓	1-875
Corning CC	2u	40	1			2		10-20	✓	✓	✓	✓	*	✓	✓		**	✓	1
Dutchess CC	1u	24-35	2	4	5	1	3	8	2		1	2		1	3	2	4	✓	2
Fash on Institute of Tech	1u	125-150	1			3	2*	25	4		1	5	2,3	3	4	6	1,2,5	✓	2
Genesee CC	1u	38-45	1			2	3	?			2	2	1*		2		1*	✓	1-500
Herkimer County CC	2u	80	1	4	5	2	3	22	1	4	2	3		1	4	2	3	✓	1
Jamestown CC	1u	30	1	2				10			1	2*			?			✓	1-400
Monroe CC	2u*	65-70	2			3	1	450	2		1	3		2		1	3	✓	2-3000
Nassau CC	2-3u	40-60	1			2		Sev. eval					*	Student Choice				✓	1-750
Onondaga CC	6u	?	1	4	3	5	2	100	3	2	1	4	*	2	3	1	4	**	1-700
Staten Island CC	1u	25-40	1					?			?				?			✓	1-1800
Suffolk County CC	6u	80	1					40-60 hrs.			1	2*			?			?	1-1200
Sullivan County CC	1u	15	1					40			1				1			?	1

EQUIPMENT AND FACILITIES USED IN COURSES

Tape Formats
(e) indicates edit.
capability

Other Equipment

Facilities
Accessible To:

NAME OF CAMPUS

2"

1"

3/4" Cass.

1/2"

1/4"

Color deck capability

Color cameras

Only Stud. in class
prog. or dept.

All students

Faculty & staff

Visit performers

U. Center Albany

✓

✓

✓

✓

✓

✓

✓

1 Non Sync SW B/W,
1 MP B/W, 2 SEG B/W

✓

✓

✓

✓

*Info for Ed. Comm. Courses
Only, 2 Courses in Rhet
& Comm., also, No Info Rec'd

U. Center/Binghamton

✓

✓

✓

✓

✓

✓

✓

1 Sync SW B/W
1 SEG B/W

✓

✓

✓

✓

SEE (A) BELOW

U. Center/Bufalo

✓

✓

✓

✓

✓

✓

✓

All Equip. To Do Prod.

✓

✓

✓

✓

SEE (A) BELOW

U. Col./Brookport

✓

✓

✓

✓

✓

✓

✓

2 Sync SW B/W,
2 MP B/W, 2 SEG B/W, 1 TBC

✓

✓

✓

✓

*4-Sit-Com, 5-News
**1-Interview/Panel, 3-News-cast

U. Col./Bufalo

✓

✓

✓

✓

✓

✓

✓

2 Sync SW B/W,
2 MP B/W, 2 SEG B/W, 1 TBC

✓

✓

✓

✓

*4-Sit-Com, 5-News
**1-Interview/Panel, 3-News-cast

U. Col./Cortland

✓

✓

✓

✓

✓

✓

✓

2 Sync SW B/W,
2 MP B/W, 2 SEG B/W, 1 TBC

✓

✓

✓

✓

*4-Sit-Com, 5-News
**1-Interview/Panel, 3-News-cast

U. Col./Fredonia

✓

✓

✓

✓

✓

✓

✓

2 Sync SW B/W,
2 MP B/W, 2 SEG B/W, 1 TBC

✓

✓

✓

✓

*4-Sit-Com, 5-News
**1-Interview/Panel, 3-News-cast

U. Col./Geneseo

✓

✓

✓

✓

✓

✓

✓

2 Sync SW B/W,
2 MP B/W, 2 SEG B/W, 1 TBC

✓

✓

✓

✓

*4-Sit-Com, 5-News
**1-Interview/Panel, 3-News-cast

U. Col./Oswego

✓

✓

✓

✓

✓

✓

✓

2 Sync SW B/W,
2 MP B/W, 2 SEG B/W, 1 TBC

✓

✓

✓

✓

*4-Sit-Com, 5-News
**1-Interview/Panel, 3-News-cast

U. Col./Plattsburgh

✓

✓

✓

✓

✓

✓

✓

2 Sync SW B/W,
2 MP B/W, 2 SEG B/W, 1 TBC

✓

✓

✓

✓

*4-Sit-Com, 5-News
**1-Interview/Panel, 3-News-cast

U. Col./Potsdam

✓

✓

✓

✓

✓

✓

✓

2 Sync SW B/W,
2 MP B/W, 2 SEG B/W, 1 TBC

✓

✓

✓

✓

*4-Sit-Com, 5-News
**1-Interview/Panel, 3-News-cast

U. Col./Saratoga

✓

✓

✓

✓

✓

✓

✓

2 Sync SW B/W,
2 MP B/W, 2 SEG B/W, 1 TBC

✓

✓

✓

✓

*4-Sit-Com, 5-News
**1-Interview/Panel, 3-News-cast

U. Col./Schenectady

✓

✓

✓

✓

✓

✓

✓

2 Sync SW B/W,
2 MP B/W, 2 SEG B/W, 1 TBC

✓

✓

✓

✓

*4-Sit-Com, 5-News
**1-Interview/Panel, 3-News-cast

U. Col./Schoharie

✓

✓

✓

✓

✓

✓

✓

2 Sync SW B/W,
2 MP B/W, 2 SEG B/W, 1 TBC

✓

✓

✓

✓

*4-Sit-Com, 5-News
**1-Interview/Panel, 3-News-cast

U. Col./St. Lawrence

✓

✓

✓

✓

✓

✓

✓

2 Sync SW B/W,
2 MP B/W, 2 SEG B/W, 1 TBC

✓

✓

✓

✓

*4-Sit-Com, 5-News
**1-Interview/Panel, 3-News-cast

U. Col./Ulster

✓

✓

✓

✓

✓

✓

✓

2 Sync SW B/W,
2 MP B/W, 2 SEG B/W, 1 TBC

✓

✓

✓

✓

*4-Sit-Com, 5-News
**1-Interview/Panel, 3-News-cast

U. Col./Warren

✓

✓

✓

✓

✓

✓

✓

2 Sync SW B/W,
2 MP B/W, 2 SEG B/W, 1 TBC

✓

✓

✓

✓

*4-Sit-Com, 5-News
**1-Interview/Panel, 3-News-cast

U. Col./Westchester

✓

✓

✓

✓

✓

✓

✓

2 Sync SW B/W,
2 MP B/W, 2 SEG B/W, 1 TBC

✓

✓

✓

✓

*4-Sit-Com, 5-News
**1-Interview/Panel, 3-News-cast

U. Col./Yonkers

✓

✓

✓

✓

✓

✓

✓

2 Sync SW B/W,
2 MP B/W, 2 SEG B/W, 1 TBC

✓

✓

✓

✓

*4-Sit-Com, 5-News
**1-Interview/Panel, 3-News-cast

U. Col./Zenith

✓

✓

✓

✓

✓

✓

✓

2 Sync SW B/W,
2 MP B/W, 2 SEG B/W, 1 TBC

✓

✓

✓

✓

*4-Sit-Com, 5-News
**1-Interview/Panel, 3-News-cast

U. Col./Zoo

✓

✓

✓

✓

✓

✓

✓

2 Sync SW B/W,
2 MP B/W, 2 SEG B/W, 1 TBC

✓

✓

✓

✓

*4-Sit-Com, 5-News
**1-Interview/Panel, 3-News-cast

U. Col./Zoo

✓

✓

✓

✓

✓

✓

✓

2 Sync SW B/W,
2 MP B/W, 2 SEG B/W, 1 TBC

✓

✓

✓

✓

*4-Sit-Com, 5-News
**1-Interview/Panel, 3-News-cast

U. Col./Zoo

✓

✓

✓

✓

✓

✓

✓

2 Sync SW B/W,
2 MP B/W, 2 SEG B/W, 1 TBC

✓

✓

✓

✓

*4-Sit-Com, 5-News
**1-Interview/Panel, 3-News-cast

U. Col./Zoo

✓

✓

✓

✓

✓

✓

✓

2 Sync SW B/W,
2 MP B/W, 2 SEG B/W, 1 TBC

✓

✓

✓

Notes on Academic Courses in Television Chart

Abbreviations Used:

- u - undergraduate
- g - graduate
- nc - non-credit
- e - editing capability
- hrs - hours
- B/W - Black-and-white
- Non Sync SW - Nonsynchronous Switcher(s)
- Sync SW - Synchronous Switcher(s)
- Mono Sync SW - Monosynchronous Switcher(s)
- MP - Multiplexer(s)
- SEG - Special Effects Generator(s)
- TBC - Time Base Corrector(s)
- CG - Character Generator(s)

Explanatory Notes for Use of the Chart

1. Use of Numbers and Checks:

- a. Numbers indicate quantities in the columns: "Courses/academic year," "Students in Courses total," "Tapes/academic year" and the number on the left in the column "Number and Sizes of Studios." The number(s) on the right in that column indicate studio size(s) in square feet.
- b. Numbers indicate emphases in an order of descending importance in the columns: "Course Emphases," "Types of Tapes Screened" and "Types of Production Emphasized." 1 indicates primary emphasis in a given type of coursework, screening or production, 2 indicates secondary emphasis and so forth. Repetition of a number indicates equal emphasis in two or more areas. At a number of campuses, a single numerical ordering of emphases was not determinable for all television courses, due to the fact that the courses are distributed among several departments, each with its own emphases. In these cases, all emphasized areas were marked with checks (✓). Participants at several other campuses responded with checks instead of a numerical ordering of emphases, and these checks have been reproduced in the chart.

2. **Screening of Videotapes** - Screenings of videotapes in television courses are generally open only to the class. These screenings, however, are open to the entire campus at *Corning Community College*, *Dutchess Community College* and *Fashion Institute of Technology* and to the entire campus and non-campus community at *University College at Geneseo* and *Onondaga Community College*. *Genesee Community College* opens screenings of class tapes to all participants and clients involved.

3. Equipment and Facilities:

- a. Television studios and equipment listed in the chart are generally those utilized in coursework. They are also

generally *not* for the sole use of academic curricula but are primarily for support purposes, such as the production of instructional materials. There are, however, several campuses at which academic curricula have television facilities for their sole use, such as the Broadcasting Program at *University College at Oswego* with its 1-inch studio facility and the Telecommunications Program at *Suffolk County Community College*.

Furthermore, there may be television facilities at these campuses which are never utilized by students in academic courses and are therefore not listed on the chart. Notable examples are 2-inch equipment at *University Center at Buffalo* and ¾-inch color cassette equipment at *University College at Cortland*, used solely by staff for instructional support.

- b. e next to a format checked indicates decks with editing capabilities are available at the campus. Lack of any indication of editing capabilities at a campus does not necessarily imply that there is no editing capabilities but does, in some instances, mean that information as to which formats have editing capability was not provided.
- c. **Video Cable Distribution** - Most Campuses indicating cable distribution refer to the presence of a closed circuit campus cable system distributing television programs of a primarily instructional nature to academic buildings. Exceptions which have been indicated are:

University College at Potsdam - According to one respondent, the campus participates in a regional distribution system via microwave link to Watertown, as well as having a closed circuit campus cable system.

Corning Community College - The Communication Studies Program is working with a local Cable Station to take over part of its programming. There is also a closed circuit campus cable system to all buildings.

Jamestown Community College - The television studio, when built, was designed to originate for a cable system in the city. The degree to which this is done is not known.

In addition: *Herkimer County Community College* indicates some course production work is done at WUTR in Utica. The Radio-Television Program at *Onondaga Community College* "maintains a close liaison with local, state and national broadcast stations and networks, professional societies and associations, as well as advertising and public relations agencies" and emphasizes the production of public service, public affairs and public appeal tapes.

4. **See Below** - The phrase "See Below" in the margin, in a column or accompanying commentary on any campus in the chart indicates that further information about the activity at the campus is included in the following **Additional Notes**.

Additional Notes

1. **University Center at Albany** - The information on the chart is for courses in the Department of Educational Communications. 2 television courses are also offered in the Department of Rhetoric and Communication, about which no information has been received.
2. **University Center at Binghamton** - Along with the dozen students in the 2 television courses indicated on the chart, response indicates 30-40 students are involved in the administration of studio facilities and production spaces, along with 5-8 faculty members.
3. **University Center at Buffalo** - About 6 undergraduate, 4 graduate and 2 non-credit courses in television are offered each year in the Department of Speech Communication, School of Information and Library Studies, Educational Studies, Division of Continuing Education and the Colleges. These courses probably touch on all emphases, especially instructional/educational uses of television, communication theory and television production. The Department of Speech Communication offers introductory courses in broadcasting and in radio and television, elements of radio and television programming, survey of mass communication and analysis of media. The School of Information and Library Studies offers courses in video communication and media methods, and Curriculum Development and Instructional Media in Educational Studies offers seminars and individual projects in educational/instructional media. The Division of Continuing Education offers non-credit courses in the fundamentals of television production and in television news photography, and the Colleges offer software courses in topics such as news and censorship. These courses have access to 1-inch, 3/4-inch and 1/2-inch color facilities at the Educational Communications Center, as do all students who show constructive purpose in using them.
4. **University College at Oswego** - The Broadcasting Program's Radio and Television courses emphasize a more general understanding of the role of media in today's society and of broadcasting as a business. This includes work in television production.
5. **Agricultural and Technical College at Cobleskill** - 7 week non-credit mini-courses are offered in Media Broadcasting - radio and 1/2-inch portapak television - through the Student Activities Office, to build up personnel for the production of tapes to show to the campus community.
6. **Agricultural and Technical College at Morrisville** - The Electrical Department offers 2 courses in television equipment repair and maintenance. Work on 2-inch Quad decks and color cameras is emphasized. The Journalism Department offers limited television work in Introduction to Broadcasting and Radio/Television Production courses.
7. **Fashion Institute of Technology** - indicates that in the past 7 years, 1800-2000 students have been exposed to television through courses and another 4000 to the media through extra-academic clubs.
8. **Staten Island Community College** - An Introduction to Broadcasting course is sometimes offered by the staff administrator of the 1-inch color television studio. Most work in the studio, as is the case at many campuses, is the production of course materials generated by faculty.
9. **University College at Purchase** - Plans to offer a Television Program will be actualized when a color studio with 2-inch, 1-inch, 3/4-inch and 1/2-inch equipment is completed along with the Theatre Arts Instructional Facility.
10. **Agricultural and Technical College at Farmingdale** - An Introduction to Television course for second year advertising students is being added to the Graphic Arts Department curriculum. A required film course is also planned for the future.
11. **Community College of the Finger Lakes** - Courses in radio/television and mass media listed in the Department of Visual and Performing Arts are not offered at present. The formation of a concentration in Radio/Television has been considered.
12. **New York City Community College** - Although no television courses are offered, 22 student aides assist in the Instructional Resources Center, including in tasks related to production in the television studio.
13. **Tompkins-Cortland Community College** - There is a full color television studio in the Instructional and Learning Resources Center. The campus is investigating the possibility of broadcasting "courses by television" to the two counties it serves. If this is instituted, it might be accompanied by instruction in television production to give students hands-on training and to provide extra help in production work. "We presumably will not go into full curriculum, since we are next door to large media programs in Ithaca College, Cornell and Syracuse University."

ACADEMIC COURSES IN VIDEO

	Courses/acad. yr.	Students in courses total	Course Emphases					VIDEOTAPE SCREENINGS					Types of Creation/ Prod. Emphasized				Video Dist on Campus			Tape Formats e indicates edit. capabilities						
			Creation/Prod.	Interpretation (art, hist, aesth.)	Socio cultural (ethnogr., soc. action)	Commun. Theory	Instruc./Educ.	Types of Tapes Screened	Documentary	Experimental	Dram. fiction	Instruc./Educ.	Other	Documentary	Dram. fiction	Experimental	Instruc./Educ.	Over-the-counter dissemination of monitoring equip.	Cable	Video Projection	No. of studios	1/4"	1/2"	3/4" Cass	1"	2"
U. Center/Binghamton	2u	30-40	1	2				25-50	1			*			1				✓	1		✓		✓		
U. Center/Bufalo	4u	50-20g	1	1				150	1						1		✓		✓	1		✓	✓			
U. Center/Stony Brook	1u	15	1	2		3		25	1						1		✓			1		✓				
U. Col./Brookport	2u	40	No further information received																							
Col. of Ceramics/Alfred U.			Strong emphases in Video in Media Courses, see below																							
Ag & Tech /Cobleskill			7 week nc minicourse in Media Broadcasting (Radio & Video Tape) offered through Student Activities Office-applied portapack - same as listed in Academic Courses in Television chart																							
Columbia Greene CC	1u	30-45	1*	2	5	4	3	10	1	2	4	3		1	4	2	3	✓		1		✓	✓			
Dutchess CC *	1u	36	2	4	5	1	3	8	2	2		1		1	3	4	2	✓	✓	2		✓	✓	✓	✓	✓
Herkimer County CC	7u	80	1	2	3	4	5	12	1	4	3	2		1	3	4	2	✓	✓	No Further Information Received						
Monroe CC *	2u	65-70	2			3	1	45	2	3		1		2		3	1	✓	✓	✓	2		✓		✓	✓
Schenectady County CC	1-2nc	40	2				1	40		1						✓	✓	✓	✓	1		✓	✓	✓		
Staten Island CC	1u	20-60	2	1	4	3	5	1	1	2	4	3		1	4	2	3	✓	✓	?		✓	✓			
Westchester CC	1-2u	60-80	1				2*	5					2	1	2	3	1	✓				✓	✓	✓	✓	✓

			Other Equipment	Facilities Accessible to:			
	Color deck capability	Color cameras		Only stud. in class, prep. or dept.	All students	Faculty & staff	Visiting performers
U. Center/Binghamton	✓	✓	Monosync SW B/W, SEG B/W, Cpl, Synth, Synth-Col., Key, Dng	✓	✓	✓	Note: facilities are those of Experimental Television Center; see below *Video art **Video artists from local area & from state
U. Center/Buffalo	✓		SEG/SW B/W, Cpl/Key, Synth, Sync Generator, Waveform Monitor & other studio equip	✓	✓	✓	*Center for Media Study sponsors about 25 visiting Electronic Artists each year
U. Center/Stony Brook			1 Sync SW B/W 1 SEG B/W, 1 Monokey	✓	✓		
U. Col./Brookport							
Col. of Ceramics/Alfred U.							See below
Ag & Tech./Cobleskill							
Columbia-Greene CC			1 SEG B/W		✓	✓	*Includes Super 8 film **Some portapak and B/W cameras & SEG borrowed from Mid-Hudson cable, periodically supply them with programming ***Community members w/knowledge of equipment
Dutchess CC			1 Nonsync SW B/W, 1 Sync SW B/W, 1 Sync SW Color, 2 MP B/W, 1 SEG B/W, 1 TBC		✓		*Indicates types of activities and facilities are same as for television courses
Herkimer County CC			No Further Information Received				
Monroe CC			2 Sync SW B/W, 2 SEGs B/W, 1 CG	✓		✓	*Combined with Television, same info. as on Acad. Courses in Television chart
Schenectady County CC			1 SEG B/W	✓		✓	*Not offered presently, info for courses in Cont. Ed. in past years
Staten Island CC	✓	✓	1 Monosync SW B/W, 1 Sync SW Color, 1 SEG B/W, 1 SEG Color, 1 CG	✓	✓	✓	*1 Room
Westchester CC	✓	✓	2 Sync SW/SEG B/W	✓	✓	✓	*Third emphasizes in Business Industry **All types of broadcast television

Notes on Academic Courses in Video Chart

Abbreviations Used:

- u - undergraduate
- g - graduate
- nc - non-credit
- e - editing capabilities
- B/W - black-and-white
- Non Sync SW - Nonsynchronous Switcher(s)
- Sync SW - Synchronous Switcher(s)
- SEG - Special Effects Generator(s)
- Monosync SW - Monosynchronous Switcher(s)
- Col - Colorizer(s)
- Synth - Synthesizer(s)
- Synth-Col - Synthesizer-Colorizer(s)
- Key - Keyer(s)
- Dig - Spatial and Intensity Digitizer(s)
- MP - Multiplexer(s)
- TBC - Time Base Corrector(s)
- CG - Character Generator(s)

Explanatory Notes for Use of the Chart

1. Use of Numbers and Checks:

- a. Numbers indicate quantities in the columns: "Courses/academic year," "Students in courses total," "Tapes/academic year" and "Number of studios."
- b. Numbers indicate emphases in an order of descending importance in the columns: "Course Emphases," "Types of Tapes Screened" and "Types of Creation/Production Emphasized." 1 indicates primary emphasis in a given type of coursework, screening or production, 2 indicates secondary emphasis and so forth. Repetition of a number indicates equal emphasis in two or more areas. In the response from *Schenectady County Community College*, "Types of Creation/Production Emphasized" were marked with checks (✓) rather than given numerical ordering; these checks have been reproduced in the chart.

2. Screening of Videotapes - Screenings of videotapes in Video courses are generally open only to the class. The following exceptions have been noted, however:

University Center at Binghamton - "Most screenings are held at the Experimental Television Center and are informal; class attendance is usually required. The general public and artists working at the Center are welcome. More formal showings are publicized and are open to the public without charge."

University Center at Buffalo - Along with tape screenings in Center For Media Study video classes, the Center For Media Study also co-sponsors an *Electronic Arts Series*, which brings about two dozen visiting video artists to screen and discuss their work each year.

Dutchess Community College indicates that its screenings are open to the entire campus.

3. Equipment and Facilities:

- a. Video equipment and studios listed in the chart are

generally those utilized in coursework. Except for *University Center at Buffalo*, *University Center at Stonybrook* and *College of Ceramics at Alfred University*, where video equipment is for the sole use of academic courses, facilities are usually shared with service departments, such as Educational Communications Centers or, in the case of *University Center at Binghamton*, with an off-campus arts organization (Experimental Television Center).

As with Television facilities, there may be video equipment on the campus which is never utilized by students in academic courses and is therefore not listed on the chart.

- b. e next a format checked indicates decks with editing capability are available for use in academic coursework.

4. See Below - The phrase "See Below" in the margin, in a column or accompanying commentary on any campus in the chart indicates that further information about the activity at the campus is included in the following Additional Notes.

Additional Notes

1. *University Center at Binghamton* - Video courses offered in the Cinema Department utilize the facilities of the Experimental Television Center, "a not-for-profit educational corporation separate and distinct from the SUNY system and its colleges and universities," and located off-campus. Ralph Hocking, the Director of the Center, describes it in the following way:

The Center was formed in 1971 for the purposes of 'using all forms of media for artistic expression and instruction and community service' and to 'do educational and scientific research in all forms of media.' The Center is supported in part by the New York State Council on the Arts and by the National Endowment for the Arts.

The Center conducts several programs which are designed to promote better understanding of video as an art in the educational and cultural communities, to provide artists in the state with access to video equipment at no charge and to research and develop television tools which are unique, low-cost and offer increased control over image production.

"In order to further the understanding of television as a medium of creative expression," Mr. Hocking continues, "the Center offers workshop programs." It also "maintains a production space for artists," the equipment including "the fundamental types for video image recording and processing," image manipulation and colorizing devices; and "is supporting the research and development of new equipment and systems, including colorizers, keyers, and the interface between computer and synthesizer..."

Regarding the video courses themselves which Mr. Hocking teaches in Binghamton's Cinema Department, he states:

"The emphasis in the formal courses and the indepen-

dent projects is on video as an art form; video or television as a communications, research, teaching or social tool is addressed by other departments, programs and courses. Course content may include theoretical and practical instruction in equipment operation and systems functions, historical development of video as art, aesthetics of video art, analysis, and the production of tapes, environments, performances and sculpture; activities may include use of systems and equipment, the development of equipment and systems, performances and environments and the like, viewing of tapes produced by working video artists, discussions and presentations by visiting artists.

"The courses are conducted at the Center rather than on campus. Much of the equipment available at the Center is owned by the corporation; some of the equipment, including one black and white video projector, an oscilloscope and office furniture, is the property of the University and is on loan to the Center. All equipment is available to students from the video courses as well as video makers, students and non-students, from the local area and around the state."

2. **University Center at Buffalo** - Although there are no video faculty and no approved video courses in the graduate curriculum of the *Visual Studies Workshop*, it offers video workshops on an ongoing basis in which students in the *Graduate Program in Photographic Studies* may participate. Among additional video activities, the *Visual Studies Workshop* has also participated in "Polyfusion," a multi-media performance at the Strassenburgh Planetarium in 1974, and sponsored a visiting video artist program; it also loans its equipment to outside groups and uses it to document workshop activities.
3. **University Center at Stonybrook** - The following description of the video course in the Art Department has been provided: "This course will by-pass the documentary and commercial styles of TV production, in that students will create 'works' which are solely visual and aural. New techniques have been developed in video feed-back, optics and electronics (even including synthesized color) which permit individual expression, somewhat comparable to 'works' in kinetics. COURSE DESCRIPTION: Video as an art form: the creation of realistic, abstract and impressionistic images in video and audio, using electronic originations."
4. **College of Ceramics at Alfred University** - Although no formal courses dedicated solely to video are presently being taught, work in video is strongly emphasized in several Media courses. Not only the experimental side of video as a visual medium by which studio artists may

explore ideas is investigated, but also the possibilities of video as a teaching aid and documentary work, especially "archival" recording of visiting artists and performances. Facilities include black-and-white and color cameras, 1/2-inch and 3/4-inch decks and special effects generation in the control units in the studio, with those involved exploring the possibility of building a colorizer and the use of a graphic display unit for computer terminal. Usage of the facilities is high and accessible to all the students in the College. The Media courses also include 16mm and super-8 filmmaking.

Professor Harland Snodgrass indicates that a "Photo-Image" course is being designed in conjunction with the extensive photographic curriculum and facilities, to explore the possibilities of image making in various media. Also expressed is the possibility that this could expand into a combination "program" through which students could major in Photography and/or Video.

5. **Agricultural and Technical College at Cobleskill** - 7-week non-credit mini-courses are offered in Media Broadcasting - radio and 1/2-inch portapak production - through the Student Activities Office, to build up personnel for the production of tapes to show to the campus community. In addition, a film criticism course in the Humanities Department makes use of portapak equipment for practical exercises.
6. **Dutchess Community College** - Response indicates that the video course utilizes the same facilities and emphasizes the same types of coursework as the television course offered at Dutchess Community College.
7. **Monroe Community College** - Similarly, two courses combine work in television and video, as each has been defined in the context of the Survey (See page 5.)
8. **Schenectady County Community College** - Video courses through Continuing Education are not offered presently; information in the chart is for courses offered in past years.
9. **Agricultural and Technical College at Morrisville** indicates that a grant has been received to bring video and film artists and critics.
10. **Kingsborough Community College** - "Design II" & "Mixed Media - Multi Media Open Studio," advanced inter-media courses in the Art Department, include the application of video, film, sculptural methods, drawing, painting, light, sound and environmental ideas in independent inter-media projects. For more information, see Appendix A, "Multi-Media or Media Survey Courses at State University of New York Campuses," at the end of this survey.

EXTRA-ACADEMIC ORGANIZATIONS IN TELEVISION/VIDEO

	Name of Organization	No. of members	Participation in Org. by:			Supervision of Org. by:				Approximate Yrly. Budget	Types of Prod. Emphasized:					
			Students	Faculty	Community Members	Advisor	Student Activities Committee	Student/Faculty Committee	Prog. or Dept. in College or U.		Documentary (sports, concerts, etc.)	Dram. fiction	Experimental	Instruc./Educ.	News	Other
U. Center/Binghamton	Harpur Underground TV - WHUT *	25/30	✓			✓	✓			\$4300	All Types					
J. Center/Buffalo	Act V	20+	✓	✓	✓	Self	Supervised			\$5300	1	2	2			
U. Center/Stony Brook	SBTV *	15	✓	✓			Student-run Audio Visual Service			\$1200	2/3 Indiv. personal work. Documentary, pop. news					
U. Co./Buffalo	?	8	✓	✓			?			?						1**
U. Col./Cortland	In process of extending campus cable system into dorms, extra acad production and programming on regular basis to follow, see note below. Presently program videotape series, see below.															
U. Co./Geneseo	GSTV	80	✓			✓				\$5200-\$10,500	1					1 *
U. Col./Potsdam	Radio, Motion Picture & Television Club *	20-25	✓				Educational Comm. Center			\$1000	Work on ECC Projects Using ECC Facilities *					
J. Co./Purchase	PUTV Video Center	30	✓				4 Student Coordinators			\$2000*	1					2**
Ag & Tech Alfred	Student Union Video	25/30	✓				4 Self-Elected Supervisors			\$3600	1		2			
Ag & Tech Delhi	EYE TV	15	✓	✓		✓	& Tech Dir			\$2400						1 *
Bronx CC	Television Feedback Club*	?	✓	✓	✓		✓			?	1		3	2		
Cayuga County CC	Radio & Television Guild*	45	✓	✓	✓	✓				\$1300**						1 ***
Columbia Greene CC	Media Club*	?	✓	✓	✓	✓				No Funding Presently						?
Corning CC	WAPC*	5-6	✓	✓	✓	✓	✓			\$1000+**	1					
Dutchess CC	Communication Arts Society *	12	✓				✓			\$10,000	1		2	1		
Eric CC	Studio Prod. Club (Radio & TV)	30*	✓			✓				\$500-\$1000	1					
Fashion Institute of Tech	TV Club	75/100	✓	✓				✓		\$250	3		4	1		2*
Herkimer County CC	Radio-TV Club*	50/55	✓					✓		\$700	1					
Hostos CC	Hostos Tele-News *	14	✓	✓	✓				✓	No Funds					1	1
LaGuardia CC	LaGuardia Experimental TV Workshop	10/12	✓			✓				\$1000	1					1
Monroe CC	?	10	✓	✓			✓			Not Applicable	2			1	3	
Niagara County CC	Co. Curricular Board Comm. & Visual Aids Personnel	10*	✓	✓			✓			\$1600	✓	✓	✓			
Queensborough CC	Burrow Vision	12	✓						?	*	1					
Schenectady County CC	Participation of several students in SRAFACT, see description below															
Suffolk County CC	Student Life Activities Board sponsors videotape screening series, see below									\$4000	Not Applicable					
Sullivan County CC	TV Club *	4	✓						Media Center Newly Formed, No Funds							1

Notes on Extra-Academic Organizations in Television/Video Chart

Abbreviations Used:

- e - editing capabilities
- B/W - black-and-white
- Col - Color
- Sync SW - Synchronous Switcher(s)
- SW - Switcher(s)
- MP - Multiplexer(s)
- SEG - Special Effects Generator(s)
- SE Equip - Special Effects Equipment
- CG - Character Generator(s)
- TBC - Time Base Corrector(s)
- hrs - hours
- wkly - weekly
- yrly - yearly
- Cl Circ Camp - Closed Circuit Campus Cable

Explanatory Notes for Use of the Chart

1. Use of Numbers and Checks:

- a. Numbers indicate quantities in the columns: "Number of members," "Studios," "Tapes Produced by Org./Students" and "Rented/Borrowed Tapes."
- b. Numbers indicate emphases in an order of descending importance in column: "Types of Production Emphasized." 1 indicates primary emphasis in a given type of production, 2 indicates secondary emphasis and so forth. Repetition of a number indicates equal emphasis in two or more areas.
At Niagara County Community College, the respondent did not provide numerical ordering of types of production emphasized but marked all areas of emphasis with checks (✓). These checks have been reproduced on the chart.

2. Funding of Organizations:

All funding of Extra-Academic Organizations in Television/Video is through student fees or student activity funds unless otherwise indicated on the chart.

3. Production in Organizations:

Production through these organizations is primarily related to campus activity; documentary work, therefore, involves the taping of sports events, visiting lecturers, concerts, coffeehouses and so forth. Local issue-oriented tapes often concern and are of interest to the surrounding non-campus community.

4. Equipment/Facilities:

- a. Unless the column "Equipment/Facilities for Its Sole Use" is marked with a check, the Extra-Academic Organization in Television/Video has no equipment/facilities for its sole use and shares with and/or borrows from academic departments or programs or service facilities such as Educational Communications Centers.

b. At campuses with checks in the column "Equipment/Facilities for Its Sole Use," some or all of the equipment used by the Extra-Academic Organization in Television/Video is for its sole use. *ACT V at University Center at Buffalo* and *GSTV at University College at Geneseo* have indicated that all equipment utilized is for their sole use; this may also be the case at several other campuses.

c. e next to a format checked indicates decks with editing capabilities are available for the organization's use. Lack of any indication of editing capabilities for an organization does not necessarily imply that the organization is without access to editing facilities, but does, in some instances, mean that information as to which formats have editing capability was not provided.

5. Tape Screenings:

- a. The three columns under the general heading "Tape Screenings" indicate regular or irregular videotape screening programs sponsored by the organization of work made by members of the organization or borrowed and/or rented from other sources. Amounts of programming are given in terms of hours of programming or number of tapes shown weekly or yearly, as the information was provided by respondents.
- b. The following extra-academic organizations have indicated the desire to exchange tapes with other organizations in order to increase the amount and vary the types of programming on their campus: *WHUT at University Center at Binghamton*, *GSTV at University College at Geneseo*, *Student Union Video at Agricultural and Technical College at Alfred*, *Media Club at Columbia-Greene Community College* and *WAPC at Corning Community College*.
Student Union Video at Agricultural and Technical College at Alfred is planning to present one of its tapes to 36 colleges, urging them to produce their own videotape work. *Columbia-Greene Community College's Media Club* is developing a library of 70 student produced tapes to exchange with other campuses.

6. See Below - The phrase "See Below" in the margin, in a column or accompanying commentary on any campus in the chart indicates that further information about the activity at the campus is included in the following Additional Notes.

Additional Notes

1. University Center at Binghamton—

- a. *Harpur Underground TV-WHUT* indicates that it has recently become operative again after a period of inactivity and will offer sessions in video art, and training in the use of video equipment as well as programming all types of production on the campus cable system. If programming is successful, the hope is to expand production and to trade tapes with similar organizations at other campuses.

- b. Ralph Hocking, lecturer in the Cinema Department and Director of the *Experimental Television Center*, "a not-for-profit educational corporation chartered by the Regents of the State of New York, legally separate from SUNY-Binghamton" indicates that the Center is an Extra-Academic Television/Video Organization. Whereas the Experimental Television Center differs greatly from our more common definitions of such extra-academic organizations as "clubs" or student-operated television stations directly affiliated to State University of New York campuses, the Center is nonetheless a facility utilized by a fluctuating number of students, who may also participate in workshops on an extra-academic basis, along with all video makers from the local area and around the state. The Center's facilities are also utilized in the instruction of video courses through the Cinema Department at the University Center at Binghamton, and more extensive information concerning the Experimental Television Center's structure, activities and equipment is included in notes accompanying the *Academic Courses in Video* chart.
- Similarly, a not-for-profit private foundation, *Media Study/Bufalo*, directed by Gerald O'Grady, offers workshops in film, photography and the electronic arts, film and video screenings and access to equipment to interested community members, among them students at a number of State University of New York campuses. Students use the facilities not for activity related to courses or extra-academic university events, but as citizens or residents of the state who are committed to the serious exploration of video. Media Study/Bufalo also co-sponsors a variety of screenings and events with Center for Media Study, U.U.A.B. Film Committee, The Educational Communications Center and other departments and organizations at University Center at Buffalo, as well as other cultural groups and institutions in Western New York, such as the Albright-Knox Art Gallery and the Buffalo and Erie County Public Library.
2. **University Center at Buffalo - ACT V (All Campus TV)**, begun six years ago as Video Connection, provides students with the chance to use video equipment on an extra-academic basis for their own creative purposes. The organization programs thirty hours of taped material in the student union each week, some of it produced in the ACT V 1/2-inch black-and-white studio. ACT V also tapes intercollegiate sports activities which are shown on a community cable, and produced a soap opera series, directed, written, and acted by students, several years ago. All those interested may participate in ACT V's workshops in portapacking, editing, use of the studio, video maintenance and electronics.
 3. **University College at Buffalo** - The extra-academic organization in Television/Video grew out of a number of volunteer broadcasting students working at the request of local cable companies.
 4. **University College at Cortland** - The Student Activities Board, with the assistance of the Sperry Learning Resources Center, is in the process of extending cable lines into the College Union and Student Residence
 - Dormitories, as part of an already existent closed circuit campus cable system originating in the Sperry Learning Resources Center. Money has been obtained from the Faculty-Student Association for the project, with the Sperry Learning Resources Center planning the logistics of the installation and the Student Activities Board providing equipment and manpower for student tape production and programming. Presently, half-inch video equipment, with color decks and black-and-white cameras, are in use by the Student Activities Board; the hoped-for result would be a small studio in the Union with volunteer students to provide continuity of student programming. Although types of production to be done are only speculation, proposed productions include informational announcements, athletic events and special entertainment produced by the Student Activities Board (such as concerts). The Student Activities Board presently rents videotapes regularly from the Video Tape Network, which are screened in the Student Lounge, and would continue to do so as additional entertainment on the campus cable. The possible hookup to Cortland Video, a community cable system, for more commercial programming is also being considered.
 5. **University College at Potsdam - The Radio, Motion Picture and Television Club**, chartered and funded by the Student Association, works with the Educational Communication Center using ECC facilities. 20 to 25 students work as a cooperative unit, providing production services to the ECC while working on many programs adjunct to the Center's activity including a weekly "Insight" show and a production entitled *King Arthur's Sword*.
 6. **Bronx Community College** - At the time of the initial response to the survey by Associate Professor Roger Bowman in April 1975, the *Television Feedback Club* was in the process of being organized and still subject to approval by the college-wide Student Activities division. It was later learned in discussion with Professor Bowman that the *Television Feedback Club* was approved but soon afterwards disbanded due to cutbacks in television activity at Bronx Community College. Information from the planning stages has been included in the chart to represent the perhaps only temporarily inactive club.
 7. **Cayuga County Community College - The Radio and Television Guild** is involved in a variety of activities. With two-thirds of its 45 members majors in the Telecommunications Program, the Guild produces a weekly news program geared to the College's students, as well as handling the service function for Instructional TV. The *Radio and Television Guild* also arranges and funds film festivals and speakers, as well as handling the necessary work to raise money for the College's radio station through various activities such as raffles and beerblasts. Through these money-raising activities, the *Radio and Television Guild* is largely self-funded.
 8. **Columbia-Greene Community College - The Media Club**, newly formed, has little formalized activity as yet, but

continued

- makes 1/4-inch video portapaks and editing facilities and super-8 film equipment available to students and community members from two counties. There is no funding presently, but AV-TV Coordinator Tobe J. Carey indicates that support in the way of audio and video stock is given for special projects. Being considered is the installation of campus reception and an origination point of a community cable system, with hopes to begin local origination.
9. **Dutchess Community College** - The *Communication Arts Society*, an offshoot of the Media Center that began with "audiovisual helpers," produces twelve tapes for screening, two for broadcasting and two for cablecasting each year. In addition, a weekly program, *Media Outreach*, has recently begun production using 1/4-inch black-and-white Media Center equipment.
 10. **Fashion Institute of Technology** indicates that in seven years of television work on the campus, 1800 to 2000 students have been exposed to television through courses and an additional 4000 exposed to media through extra-academic clubs such as the *TV Club*.
 11. **Schenectady County Community College** - Representatives from Schenectady County Community College, including several students, and from all other educational institutions in Schenectady, as well as from Consortium, Cable TV and a public access group, SACC, interact in the *Schenectady Region Association for Educational Cable TV (SRAPECT)*. Charles Cassidy, a participant and formerly Ed-Com Specialist at Schenectady County Community College describes the group in the following way:

The aims of SRAPECT are to take advantage of the four cable channels that are open and available to the educational institutions in this cable area. The functions of SRAPECT so far have been devoted to the fulfillment of these aims...making use of conferences, workshops, courses, and even the establishment of a Public Access group, SACC, in which I was instrumental. It was hoped that this latter group would give aid and support to the activities of SRAPECT.

Student participation in workshops, conferences and the activities of the public access cable channel has occurred, with these students utilizing the equipment provided by Schenectady County Community College and the cable company. SRAPECT is "now aiming at taking in Albany educational institutions. It will be on cable April 28, 1975, with two hours a day, five days a week."
 12. **Suffolk County Community College** - The Student Life Activities Board sponsors a videotape screening series. One to two tapes are screened weekly in the Student Lounge, rented from the Video Tape Network on a yearly budget of \$4000. Four times yearly, tapes made by students in the Telecommunications Program are screened.
 13. **Sullivan County Community College** - A *TV Club* has recently been formed, with participants learning to use Media Center equipment and producing a news show. There is no funding as yet.
 14. **University College at Old Westbury** has no formal Extra-Academic Organization in Television/Video. M.F. Boyd, Audiovisual Director indicates, however, that there is 60% student participation in video production of course materials in the Audiovisual Department of the College Library Media Center. Students working with the Audiovisual Department receive instruction in 1/4-inch and 3/4-inch video equipment in the production of tapes.
 15. **University College at Plattsburgh** has no formal Extra-Academic Organization in Television/Video; the Career Planning and Placement Office, however, uses video to provide models of interview techniques to be shown to graduating seniors. This student service is funded by the Student Affairs budget.
 16. **Agricultural and Technical College at Cobleskill** - 7-week non-credit mini-courses in Media Broadcasting (Radio and Television) are offered through Student Activities. For limited information on these mini-courses, refer to the *Academic Courses in Television and Academic Courses in Video* charts.
 17. **Adirondack Community College** expresses the desire to begin extra-academic production of videotapes for screening on a monitor in the snack bar, along with rented Video Tape Network tapes.
 18. **Borough of Manhattan Community College** indicates the previous existence of an Extra-Academic Organization in Television/Video.
 19. **Broome Community College** - The *Camera Club*, in addition to photographic activities, is also minimally involved in television work, holding two or three television sessions a year in the heavily scheduled facilities. Work includes an introduction to all aspects of production and the making and critiquing of tapes.
 20. **Genesee Community College** - An informal extra-academic television/video group of about six Television Production students utilizing 1/4-inch black-and-white equipment is described by Professor Gerald Ziobro in the following way:

A group of students from TV Production do videotaping of events and performances of features on campus when requested. The group also has off-campus capabilities. This group was formed to give students an opportunity to function in actual tapings and in various job situations and production problems. This group does studio and location work; however, it is limited only by equipment. The equipment used by this group is totally borrowed from TV Production class, and wherever else available.

21. **Jamestown Community College** indicates the previous existence of a Media Club.

22. **Jefferson Community College** indicates frequent film and videotape showings by the College's Cultural Affairs Program.

23. **Mohawk Valley Community College** expresses the hope "that next school year will allow for the organization of a film-video extra-academic organization at the school. It is also hoped that this organization will involve members of the Utica community not attending Mohawk Valley Community College."

24. **New York City Community College** - At present, there are plans "to implement a video workshop as part of the student activities program. In this workshop students will learn to operate video equipment and will work on

various independent projects. This workshop will operate under the supervision of the staff of the Instructional Resources Center."

25. **Rockland Community College** sponsors *Video Explorations: Art, Culture and Community*, "a series of informal discussions with distinguished guests exploring social, cultural and artistic issues and events in our community." The series is telecast through the facilities and with the cooperation of Rockland Cablevision, Inc.

26. **Staten Island Community College** - The Media Production Center involves 50 students in 1/2-inch and 3/4-inch black-and-white and color production of educational television materials. The students receive instruction in studio operation and are instrumental in the production of about 15 tapes each year which are screened and closed circuit cablecast.



Hostos Tele-News, Hostos Community College.

Appendix A

Multi-Media or Media Survey Courses at State University of New York Campuses

A number of campuses, often not offering courses dedicated to film, television, video or photography, have in their curricula a course or courses dealing with several of these media: "Multi-Media" or "Media Survey" courses is as good a term as any to generally characterize activity of this type. Since the courses do not fit into any individual category as film courses or as video courses and so forth—they have generally not been reported in the sections specific to each area. Four courses of this type are instead summarized here, representative of three different approaches and emphases in "Media Survey" courses. The first concerns itself with basic theory and production technique in the context of applied communications; the second, basically with the historical growth, theory and criticism and the cultural implications of the media; and the final two with the exploration of several new media and materials as means of personal creative expression. All three are interesting and useful approaches, growing rapidly and capable of interaction and synthesis on a wider scale.

1. College of Environmental Science and Forestry offers an *Applied Communications* course through the School of Environmental and Resource Management. Of thirteen sessions, one a week over a semester's time, three sessions are devoted to an introduction to film and 8mm filming and editing, two are devoted to television production and basic 35mm camera with the last session for "Final Film and Slide Projects Presentation." Other sessions involve communication process and production planning, oral presentation, writing for the media, press releases, copy, graphics and copying, as well as audio systems and methods and an investigation of other A-V equipment, such as overhead projectors. Clearly, this is a broad survey course offering the basics of communication theory and applied technical skills useful in a variety of teaching and vocational contexts. It is also, in terms of the scope of its concerns, very much a condensed version of Communications Media programs offered at other campuses.

2. Broome Community College A new "Media Survey" course, *Media and Culture*, is being offered through the English Department. As described by Professor R. Littlefield, "*Media and Culture* is a critical examination of the mechanisms and influence of radio, television and film media on the individual and on society. The course will expose the student to culturally important media works as well as to some of the important commentators on these works." Answering to "social, aesthetic and vocational" needs, the objectives of the course are:

"1. to develop the student's critical insight into the media through a historical survey of the masterworks of radio, film and television. To the extent possible, this survey would include listening to and viewing

many of these masterworks;

2. to help the student discover the cultural implications of media in the past, in our own time, and in the future. This objective would be partially achieved through listening to and viewing masterworks and through selected readings in such people as Don Allen, Gene Youngblood and Marshall McLuhan;

3. to give the student some rudimentary knowledge of the mechanical, electrical and chemical processes involved in the production of media."

3. Kingsborough Community College—*Design II* and *Mixed Media-Multi Media Open Studio* in the Art Department are advanced inter-media courses, according to Professor Tony Martin, providing the possibility for students to apply ideas for film, video and environmental works, as well as painting, drawing and sculptural methods, in independent projects. Concerned with the use of new materials and experimental and innovative methods in creation and performance, these courses include 8mm and portapak production, environmental and sculptural methods utilizing all materials and some sound and light synthesis. Professor Martin expresses the hope to expand equipment and facilities in these areas.

4. College of Ceramics at Alfred University—Three Media courses emphasize video exploration (and have, therefore, been considered in the Report and Chart on Academic Video); the same courses, however, also offer work in super-8 and 16mm filmmaking and interact with the extensive photography facilities and coursework. The Media courses utilize black-and-white and color cameras, 3/4-inch decks and special effects equipment to investigate the experimental side of video as a visual medium by which studio artists may explore ideas, as well as "archival" documentary recording of visiting artists and performances and the possible uses of video as a teaching aid. There has also been some interest in the possibility of building a colorizer and the use of computer for graphics display. The primary concern of film activity seems to be the production of experimental or personal work, and numerous experimental films are also screened.

Professor Harland Snodgrass indicates that a "Photo-Image" course is being designed in conjunction with the photography curriculum to explore the possibilities of image-making in a variety of media. It has also been expressed that this might be expanded into a combination "program" through which students could major in photography and/or video.

There may be other "Media Survey" courses at State University of New York campuses similar in emphasis to one of the above or with different approaches to a number of visual media. In any case, courses of this type represent yet another extension of the rapidly growing study of film, television, video and still photography.

Appendix C

Activities of Empire State College

Although Empire State College does not offer courses in film, television, video, etc., nor in fact courses in any other subject area, many of our ESC students are actively engaged in the study of film, television, video and still photography.

Through the design of the individualized degree program and the various learning contracts, students, particularly those enrolled in our regional learning centers located in urban areas -- New York City, Albany, Buffalo, Rochester -- have numerous opportunities to pursue media studies. Dr. Kenneth Abrams of our Urban Studies Unit, located at 235 East 49th Street, New York City, and Dr. Joseph Goldberg, of our Metropolitan Regional Center, 300 Park Avenue South, New York City serve as mentors for the majority of ESC students interested in "media." The mentor role is to develop a learning contract or series of contracts which meet a student's individual needs. This one-to-one interaction is educationally unique and represents a cooperative effort shared by student and mentor.

However, the nature of the ESC academic program and the often unique characteristics of the students it attracts precludes labeling or categorizing students regarding skill levels in these fields in relationship to their degree program. Generally, students pursuing a degree program in media are either already professionals or in training or interning with professionals and they come to ESC to earn a degree by expanding their knowledge in diverse areas--psychology, sociology, literature, etc. The development and pursuit of the individualized degree program also makes it difficult to identify statistically all of the students directly or indirectly engaged in work in the broad area of media, but there is evidence throughout the college that a significant number of students have interest and/or background in media study.

Although ESC has limited equipment (a few playback recorders, a portapak), and facilities for the study and use of media, mentors and students make effective use of the diverse professional expertise and facilities that abound in urban locations and SUNY campuses where ESC centers or units are situated. ESC students currently work as interns, attend workshops, seminars, conferences and use professionals' studios, facilities and equipment to fulfill their learning contracts and requirements of their degree programs. Tutors and adjuncts skilled in the media field are engaged to work with interested students and periodically, residential workshops are offered by regional learning centers or sponsored college-wide which focus on such topics as the visual arts and creative use of media.

Current plans are to expand these opportunities for students by providing additional equipment to regional learning centers, negotiating increased use of host campuses' facilities where available, cooperating more closely with other agencies and institutions involved in media development and production, and to plan and implement more residential workshops in the various aspects of the field.

Dr. Robert J. Pasciullo
Director of Learning Resources Systems
Empire State College

Appendix D

Activities of the University-wide Committee on the Arts

Patricia Kerr Ross is Associate for the Arts in the SUNY SYSTEM, and Director of the University-wide Committee on the Arts, a group of about twenty administrators, faculty and students, all with special interests and competencies in the various arts, from among the seventy-two campuses in the SUNY SYSTEM. The Director holds monthly meetings with the Committee and plans University-wide activities such as festivals, competitions, conferences and symposia; the appearances of touring companies, individual artists and lecturers both from outside and from within the system; and planning and policy suggestions leading to the growth and excellence of the arts. The Committee does not concern itself with the academic programs of the departments at individual campus units, but plays a coordinating role for joint efforts involving the above activities.

Film and Video Activities

The Committee sponsored a University-wide Film Symposium at the Center at Binghamton on April 29-30, 1972. The first day scheduled the screening and discussion of films by independent film artists Stan Brakhage, Ernie Gehr, Ken Jacobs, Larry Gottheim and Richard Leacock, followed by a preview of a feature film by Nicholas Ray, then in residence at Binghamton. On the next day, art critic Lawrence Alloway of the Stonybrook Center lectured on "The Commercial Film" and there was a Panel Discussion of "The Role of Film in the University" by Gerald O'Grady, Center at Buffalo, Richard Leacock of the Massachusetts Institute of Technology, Ken Jacobs and Larry Gottheim, Center at Binghamton and Ed Emshwiller, independent filmmaker.

The Committee joined the Center for Media Study of the Center at Buffalo to sponsor a *Seminar on Teaching Making* on December 14, 1973.

Gerald O'Grady, who arranged the Seminar, wrote: "The seminar's simple terms of order, introductory and advanced work in film and video workshops, rounded out by some perspectives by incongruity, to echo Kenneth Burke -- some doubts, thoughts-- reflections, visions and questions -- are designed not to set constraints, but to release varieties, to echo David Riesman. It is a some-ary seminar, not a summary conference. We have invited the field's leading academic practitioners to Buffalo, not in search of a model curriculum or a pilot program, but simply to give their ideas resonance and currency among each other and a small body of those directly concerned with nourishing the arts. The intent is to provide an intellectual environment in which those who care deeply about these problems can open their thinking to interaction, expansion, and refinement, as well as to scrutiny, question and criticism."

This was the schedule:

- 9:00 A.M. Stan Brakhage - Art Institute, Chicago and University of Colorado, Boulder
"Some Doubts About the Venture"
- 9:30 A.M. Hollis Frampton - State University of New York at Buffalo
"Some Thoughts on Teaching Making"
- 10:00-11:00 Discussion
- 11:00 A.M. **Papers: Introductory Work**
Larry Gottheim - State University of New York at Binghamton; Standish Lawder - Yale University; Gunvor Nelson - San Francisco Institute of the Arts; Tony Conrad - Antioch College
Critical Summary and Overview by:
Willard Van Dyke - State University of New York, College at Purchase; Director, Department of Film, Museum of Modern Art
- 12:30-2:00 Discussion
- 2:00 P.M. **Papers: Advanced Work**
Richard Leacock - Massachusetts Institute of Technology; Ken Jacobs - State University of New York at Binghamton; Robert Gardner - Harvard University; Paul Sharits - State University of New York at Buffalo
Critical Summary and Overview by:
Peter Kubelka - Visiting Professor, State University of New York at Binghamton; Director Oesterreichisches Filmmuseum, Vienna
- 3:30-4:30 Discussion
- 4:30 P.M. Vladimir Petric - Harvard University; formerly at Academy of Radio, Film, Television, and Theater, Belgrade
"Some Reflections of a European"
- 5:00 P.M. Gerald O'Grady - State University of New York at Buffalo; Director, Media Study Inc.
"Some Visions Toward a Curriculum"
- 5:30-7:00 Discussion
- 7:00 P.M. **Papers: Video Workshops**
Woody and Steina Vasulka - Media Study Inc., Buffalo; Walter Wright - York University, Toronto; William Etra - New York University; Scott Bartlett - formerly at Columbia University, New York and at San Francisco State College; Stan Vanderbeek - University of South Florida
Critical Summary and Overview by:
Ed Emshwiller - Guggenheim Fellow in Film; Video Artist in Residence at the Television Laboratory, Channel 13, New York
- 8:30 P.M. James Blue - Rice University
"Some Questions for the Independents"
- 9:00 P.M. Discussion

The University-Wide Celebration of the Arts was held at the College at Fredonia on April 26-29, 1974. For that event, the Committee commissioned new film works by four of its own artists, Ken Jacobs and Larry Gottheim of the Center at Binghamton and Hollis Frampton and Paul Sharits of the Center at Buffalo. There were also screenings of films by Irving Kriesberg of Empire State College and Willard Van Dyke of the College at Purchase, video installations by Steina and Woody Vasulka of the Center at Buffalo and Ralph Hocking of the Center at Binghamton, and student workshops in film and video conducted by all of the artists mentioned.

In the fall of 1974, the Committee launched a new year-long program called *The Moving Image/The Maker*. Noted documentary filmmaker Donn Alan Pennebaker was invited to screen and discuss his own works at ten campuses during the year and to act, through his presence on the campuses, as a consultant to students, faculty, arts administrators, and educational communications centers' staffs on issues relating to film and video. The purpose of the program is to make available excellent films and videotapes not generally projected or broadcasted under commercial circumstances, and therefore too seldom seen by campus and community audiences. The intention of having the artist present at the screenings was to create an informed context for the viewing of the works. In 1975-76, Hilary Harris was the invited filmmaker and in 1976-77, the program continues with Nancy Baker, Ellen Hovde, Barbara Kopple, Mary Lampson, Barbara Margolis and Muffie Meyer.

A related program, *The Moving Image/New York City*, was started in the spring of 1976. About 200 students and faculty from SUNY campuses visited New York City on April 1-3 for a special three-day program in film and video under the guidance of Jonas Mekas. The purposes of this program are to introduce students to a wide range of current modes of film and video making through visits to artists' studios and to centers of film and video activity, and, above all, to bring students into contact with the artists themselves.

Students visited the private studios of filmmakers Nancy Graves and Ken Jacobs; met Ed Emshwiller at The Television Laboratory at Channel 13, WNET; saw a varied program of videotapes selected by Shigeko Kubota, video artist and Video Curator at Anthology Film Archives; saw and discussed films with Claudia Weill, Joan Jones and Barry Gerson; and attended other screenings at the Whitney Museum, Film Forum, Anthology Film Archives, the Millenium Film Workshop, the Collective for Living Cinema, and the Museum of Modern Art. The program will be offered twice in the spring of 1977. Supporting funds have been provided by the Creative Artists Public Service Program of New York State and by the Film Bureau of the New York State Council on the Arts.

In 1976-77, the Committee has plans to increase the distribution of film and videotapes by independent artists to various campuses and their communities throughout New York State by purchasing and loaning a collection of films selected for this purpose by a special advisory committee, and to increase the accessibility of films made at SUNY campuses to the other campuses throughout the

state by sponsoring a university-wide exhibition of films and videotapes made by SUNY students in the spring of 1977.

Television Activities

On November 21-22, 1974, the University-wide Committee on the Arts, in cooperation with the Office of Educational Development, sponsored a *Conference on Educational Communications Centers and The Television Arts*. It was coordinated by Gerald O'Grady of the Center at Buffalo and was held at the Center at Albany. The purposes of this Conference were (1) to present the latest developments in the video arts and their related technologies and systems, (2) to suggest ways in which the facilities of Educational Communications Centers might be prepared to serve the developing video artists on their own campuses and in their surrounding communities, and (3) to indicate ways in which the Centers might stimulate activity in all of the arts and humanities.

This was the Program:

Thursday Afternoon, November 21

- 1:15 *Welcome*
Lewis P. Welch, Vice President for University Affairs, State University of New York at Albany
- Remarks*
Robert Pasciullo, Assistant Dean, Office of Educational Development, State University of New York; Patricia Kerr Ross, Associate for the Arts, University-wide Committee on the Arts, State University of New York
- 1:30 **The Three Universes of Media**
Gerald O'Grady, Director, Instructional Communication Center and Center for Media Study, State University of New York at Buffalo, and Director, Media Study/ Buffalo
- 2:00 **Presentation of Educational Productions**
William K. Mulvey, Director, Educational Communications Center, State University of New York at Albany
(1) Edited video tape of interviews about University research
(2) "Art and Environment" - for the Department of Art, Jon Henry, Graphic Designer
(3) "Shadings" - 1972 Ohio State Award-American Exhibition of Educational Radio and Television Programs, Leonard Sarnacki, Director/Producer, William K. Mulvey, Writer/Performer
(4) "Definition of Man" - for the Department of Rhetoric and Communications - Jon Henry, Graphic Designer
- 3:15 **The Genesis of the Electronic Image**
Steina Vasulka, Video Artist, Director, Video Workshop, Media Study/Buffalo
- 4:00 **Screening: Fall**
Slide Presentation: The Visual Equivalent of Musique Concrète
Tom DeWitt, Filmmaker/Video Artist, Poughkeepsie, New York

Thursday Evening

7:00

Experiments in Public Television

Fred Barzyk, Director, The Television Workshop, Channel 2, WGBH, Boston; Paul Kaufman, Director, The National Center for Experiments in Television, San Francisco; David Loxton, Director, The Television Laboratory, Channel 13, WNET, New York City

8:30

Showing: Scapemates

Presentation: Live Presence/Film and Video Images

Ed Emshwiller, Filmmaker/Video Artist in Residence, The Television Laboratory, Channel 13, WNET, New York City

9:45

Live As You Like It

Presentation of works in progress - arts systems incorporating people, machines, spaces, movements, visuals and sounds.

Joel Chadabe, Department of Music, State University of New York at Albany; Tom DeWitt; Phil Edelstein, Technical Specialist, Department of Music, State University of New York at Albany, and Media Director, Electronic Body Arts/Albany; Performing Artists Group: Electronic Body Arts/Albany

Friday Morning, November 22

9:00

The Development of Electronic Art Tools

Joel Chadabe; John J. Godfrey, Engineering Supervisor, The Television Laboratory; Ralph Hocking, Cinema Department, State University of New York at Binghamton, and Director, Experimental Television Center/Binghamton; John Roy, Department of Art, University of Massachusetts; B. Woody Vasulka, Center for Media Study, State University of New York at Buffalo, and Director, Experimental Television Laboratory; Walter Wright, Video Artist in Residence, The Experimental Television Center/Binghamton

10:45

Arts/Cables/Networks

Michael Chase, Director, New York Network, State University of New York; Russell Connor, Executive Director, Cable Arts Foundation, New York; Lance Wisniewski, Director, Synapse, Syracuse University, and Innervision/Syracuse

Friday Afternoon

1:30

New Directions in Television

Peter Bradley, Program Director, Film/Television/Literature, New York State Council on the Arts; Howard Klein, Director, Arts, The Rockefeller Foundation; Jeanne Mulcahy, Program Officer, Media Program, National Endowment for the Humanities; Donn Alan Pennebaker, Filmmaker, and Panelist, Public Media Program,

National Endowment for the Arts; Lydia Silman, Acting Director, Television/Media Program, New York State Council on the Arts; David Stewart, Director of Special Projects, Corporation for Public Broadcasting

3:15 **Media, Information, and Then?**

Gerd Stern, President, Intermedia Systems Corporation, Cambridge, Massachusetts

4:15 **What Every Student Should Know About Media**

John Culkin, Director, Center for Understanding Media/New York

In the summer of 1976, the Committee, acting through the SUNY Research Foundation, made a proposal to the Rockefeller Foundation to do *A Feasibility Study: State University of New York as Creator of Programming for Television*. The study was undertaken by Ms. Louisa Bertch Green on August 1, 1976 and will be completed in February, 1977. It will examine the University's artistic and technical capabilities for producing programming in the arts for public, cable and closed-circuit television, and will look at costs, legal issues, outlets for finished programs, equipment needs, programming patterns and various possible production modes.

Electronic Music Activities

In the fall of 1975, the Committee initiated a new year-long program, *Electronic Music/Concerts & Consultancies*.

The purpose of the program is to make available to campuses over a period of years a well-chosen and diverse range of concert presentations, composers as guest lecturers, and technical expertise.

Like many of the arts, electronic music is in a continual process of change, both technically and creatively. It takes in a wide variety of approaches and personal statements, many of which are not widely known or well understood. Many of these approaches relate directly to media concerns, particularly video, and the growing audience for electronic music is very broadly based.

Because many campuses have already established or are in the process of setting up electronic music studios, a primary aim of the program is to provide technical assistance and creative models so that campuses may come into contact with a wide spectrum of the profession over a period of years.

In 1975-76, concerts and seminars featuring John Cage, David Tudor, Alvin Lucier, Joel Chadabe, Charles Dodge and John Appleton were presented and designer Robert Moog and consultant Phillip Edelstein offered information and technical advice. In 1976-77, the concerts and seminars featured The Sonic Arts Union - Robert Ashley, David Behrman, Alvin Lucier, Gordon Mumma - Salvatore Martirano, Lejaren Hiller and Laurie Spiegel, and consultancies on electronic music systems, design philosophy and technical aspects of equipment were offered by Donald Buchla and Phillip Edelstein. This program was co-sponsored by MEET THE COMPOSER, a project of the American Music Center, supported by the New York State Council on the Arts.

Survey of Resources

In August, 1974, the Committee contracted with John Minkowsky to conduct a *Survey of Film/Television/Video/Still Photography/Electronic Music Activities at State University of New York Campuses*. This is the completed document and it will be widely distributed throughout New York State and the United States.